DECEMBER 4, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

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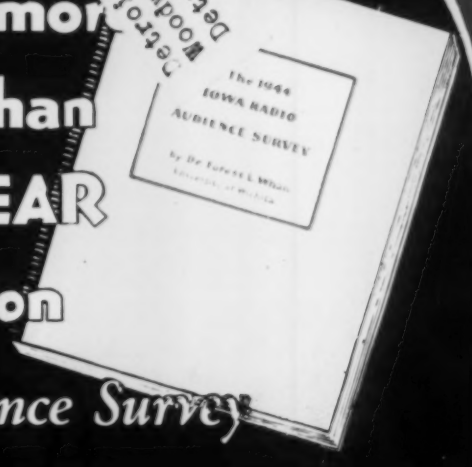
IN 5 MINUTES
this book can tell you more
about IOWA RADIO than
you could learn in a YEAR
of personal investigation



The 1944 Iowa Radio Audience Survey

answers practically every question you could ask if you should set out to interview representative numbers of listeners in every Iowa county, to decide *which* stations, *what* programs, *what* times would give you *utmost radio results* in this State.

Compiled from many thousands of interviews and questionnaires, conducted by Dr. Forest L. Whan along recognized sampling patterns, the 1944 Iowa Radio Audience Survey gives you the whole, authentic picture of Iowa listenership.

It includes maps, charts and Pictographs which give you the answers at a glance. It does not require hours of laborious study. It will become one of the most constantly-used and informative books in your radio library. It is a MUST for every fact-minded advertising or merchandising man who has any interest in Iowa radio.

It's difficult to advertise the 1944 Survey without sounding *too* enthusiastic. But just take our word that it's all we say, and *write for your copy today* or ask Free & Peters. You'll be glad you did. It's free, and there is no obligation, of course.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, President
J. O. MALAND, Manager

FREE & PETERS, INC. . . *National Representatives*

Down to Earth comes OKLAHOMA RADIO DATA

Hear are the REAL facts of Radio Listening in Oklahoma

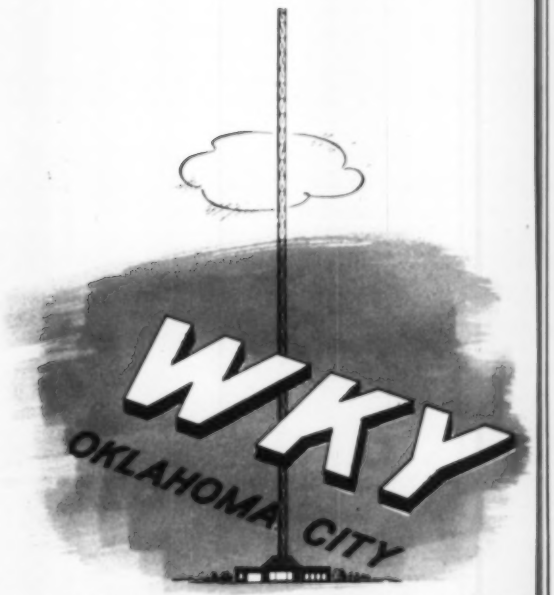
UP UNTIL now there were no authoritative, comprehensive data on radio listening in Oklahoma; no complete picture of station coverage; no impartial measurement of listener preference; no thorough knowledge of program preferences. Local or sectional studies, such as there may have been, could give only fragments of the complete story which program people and time buyers must know to do the best possible job in Oklahoma.

Today there is an encyclopedia of radio listening information: "The Oklahoma Radio Audience of 1944." It is authoritative and impartial, based on 6,422 interviews in cities, villages and on farms all over the state. The study was conducted and results tabulated under the direct supervision of Dr. F. L. Whan of the University of Wichita whose work in radio research and listener measurement is widely and favorably known in the industry.

While this study sifted out hundreds of interesting and valuable facts, the one big, outstanding fact which overshadows all others is the decisive dominance of WKY in the listening habits of Oklahoma people.

This is the one big fact which should interest advertisers who want to do the best possible job of delivering their sales messages to Oklahoma listeners.

The facts of listening in Oklahoma are yours, if you have a copy of "The Oklahoma Radio Audience of 1944". Send for a copy.



OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Good Fishing ANY Time

Signal and Mail Map

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

5000 WATTS 980 KILOCYCLES
BLUE - MUTUAL
Catches Listeners Day & Night

Eager for the latest news . . . anxious for the best in entertainment, thousands of people in Middle Tennessee and Southern Kentucky tune to WSIX for choice programs selected from the BLUE Network and the MUTUAL Broadcasting System.

There is good fishing in this gigantic pool of listener interest for advertisers doing business throughout the Nashville market. Never before have WSIX listeners had so much money to spend for the things they want. It's wise to fish when the fishing is good, so be sure you are casting in the right direction . . . in the center of the rich middle Tennessee section. For availabilities and rate information, write or wire to WSIX or

THE KATZ AGENCY, INC., ***National Representatives***

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

FOR TIME BUYERS

1-MINUTE SPOT

WLIB

NEW YORK

ANN: (With Emphasis) TIME BUYERS ... DO YOU KNOW THE 3 REASONS WHY W L I B IS PAYING OFF ON THE CASH REGISTER? FIRST... Latest Hooperatings give W L I B a 20-percent greater share of New York's audience since January!

BIZ: CASH REGISTER RINGS

SECOND... "Pulse of New York" finds 69-percent of W L I B's listeners are middle-incomed ... 75-percent are women... and 66-percent are over 30 years old. W L I B's audience gets a big rating for buying power!

BIZ: CASH REGISTER RINGS

THIRD... This audience is not consistently reached by other stations. "Pulse" finds 61-percent of W L I B's listeners do not tune in any other station 15-minutes before or after listening to W L I B... because they know that only W L I B consistently gives them distinctive programs of the "Popular Classics with a Blend of the Modern".

BIZ: CASH REGISTER RINGS

SO, TIME BUYERS, THOSE ARE THE 3 REASONS WHY W L I B IS PAYING OFF ON THE CASH REGISTER...1- GROWING AUDIENCE... 2- WITH MORE BUYING POWER... 3- NOT REACHED BY OTHER NEW YORK STATIONS.

BIZ: CASH REGISTER RINGS 3 TIMES

1190 ON THE DIAL—CLEAR CHANNEL

TO INCREASE YOUR LISTENING AUDIENCE USE NEWSPAPER SPOT ANNOUNCEMENTS

SPOT ANNOUNCEMENTS focus Reader Attention, because of their location adjacent to or immediately following important news stories.—Advt.

SURVEY REVEALS LOW COST OF READER NOTICES IN NEWSPAPERS

Radio directors, agency executives and publicity men agree that to win new listeners, a network show needs pre-program build-up. Why not use Newspaper Spot Announcements (Reader Notices) to announce stars, to remind the audience of time and station, and in general to high-light the program.

Reader Notices are not only effective, but are economical. For example, if you have a program on CBS, NBC, Blue or Mutual, you can buy a three line reader notice in every daily Newspaper in the basic cities for the following:

CBS	$764.96	71 Newspapers	18,731,012 Circulation
Blue	802.61	98	19,910,278
Mutual	842.39	98	21,043,452
NBC	754.75	69	19,232,488

• A copy of the booklet "Newspaper Spot Announcements," a study of first page and inside page reader notice rates of the daily newspapers of the United States or a copy of the detailed costs of using Reader Notices in the basic cities of the four networks, may be obtained without cost by writing to the Promotion Department, Kelly-Smith Company, 420 Lexington Ave., New York 17, New York.

KELLY-SMITH COMPANY

National Newspaper Representatives

Chicago · Boston · New York · Philadelphia · San Francisco · Detroit · Atlanta

WWL Advt.
Oct. 1940

Today—

When You Think of

NEW ORLEANS

. . . You Think of

The Air Capital of the South

. . . AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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TORONTO: James Montagnes.

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HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

"Here's Your Fan Mail Soldier-"

And it was really mail, too . . . 300 letters the first day and 500 letters the next . . . but let's start the story at the beginning.

There was a lonesome soldier returned from the front for hospitalization. A West Virginia soldier he was, and the State of Washington is pretty nice, but he was lonesome for the hills of West Virginia. He wrote his Sis in Malden, W. Va. about it . . . she told a friend who wrote WCHS . . . Miss 580 told her listeners that very afternoon at 4:30 and two days later a Nurse said to that homesick West Virginian . . . "Here's your fan mail, soldier". It must have made that lad feel pretty good because he thought the "Women's 580 Club" should be changed to the "Sunshine Club" . . . "because of the sunshine those letters brought me." A little story . . . but another example of audience response.

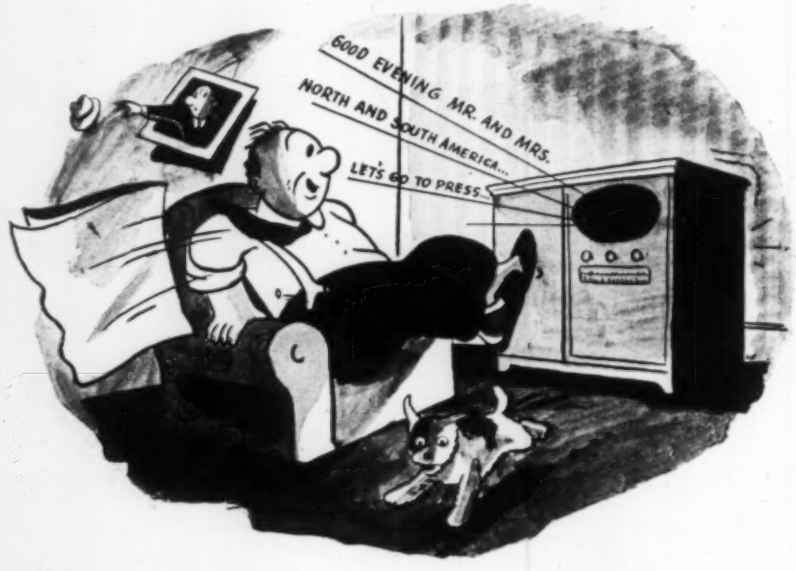
W C H S

CHARLESTON, W. VA.
5000 on 580 · CBS

JOHN A. KENNEDY, Pres.
(on leave U. S. Navy)

HOWARD L. CHERNOFF
Managing Director

Represented by the Branham Co.



The Case of

Walter (*National Institution*) Winchell

[IT *PROVES* A POINT THAT STATISTICIANS CAN ARGUE ABOUT FROM HERE TO BREAKFAST]

THE newest Hooper report lists no "first 15" for the period ending November 15: it seems there was an election.

However, Mr. Hooper lists as the "first 4" in his preceding report:

Bob Hope (NBC)	**25.8**
Fibber McGee and Molly (NBC) .	**25.6**
Walter Winchell (Blue) . . .	**25.3**
Lux Radio Theatre (CBS) . . .	**23.1**

Some folks whose interests don't lie in promoting the Blue Network have been known to suggest that Mr. Winchell is a radio "freak." His consistent appearance near the top of the heap is rumored to be the result of a combination of circumstances likely to happen about as frequently as the blooming of a century plant.

All of that, Gentlemen, is just smoke in your eyes.

The truth of the matter is that Walter Winchell proves a very potent point for the Blue Network.

The point can't readily be disputed.

The point is that in the major markets of the nation, where radio competition is keenest, Walter Winchell proves *the Blue can do as well as any network.*

Research men, reach for your coverage maps! Physicists, snatch pencils and start to calculate! Geographically-minded salesmen, cook up things about topography! But bear in mind that no matter what you "prove," *there sit the listeners to the Blue* on Sunday at 9 PM—5½-million families of 'em.

Now look at *these* figures from the last CAB report. This covers 81 towns of 50,000 and over—a mighty big chunk of the U. S. market.

Bob Hope (NBC)	**23.5**
Fibber McGee and Molly (NBC) .	**22.3**
Walter Winchell (Blue) . . .	**19.7**
Charlie McCarthy (NBC) . . .	**18.9**
Joan Davis—Jack Haley (NBC) .	**18.2**
Lux Radio Theatre (CBS) . . .	**17.6**

You know what that means? It means that almost as many folks are gathered around radios in these 81 towns listening to a Blue Program as listen to NBC's best. *More* than listen to CBS's best. These are *listeners. People.* People who *buy* things. Not statistics, not topographical aberrations, not electronic phenomena—but *people.* More than you can reach by *any* means but radio, and as many as any radio network can reach in these vital markets.

Well, it proves again that the Blue can do it. The facilities are there. In the last analysis the only thing that divides the major market audiences of the three top networks is the twist of the dial. That means programs. So—GIVE US THE SHOWS. WE HAVE THE FACILITIES TO DELIVER YOU THE LISTENERS—FOR LESS MONEY. WE DO IT WITH WALTER WINCHELL. WE DO IT WITH DREW PEARSON (IN SPITE OF YOU-KNOW-WHAT). WE DO IT EVERY WEEKDAY MORNING.

See what we mean?

THIS IS THE Blue *NETWORK*

AMERICAN BROADCASTING COMPANY, INC.

WGAR

CLEVELAND

X

Elected

AS PROVIDING THE BEST ELECTION DAY COVERAGE IN NORTHEASTERN OHIO

Pretty "Electionettes" distributed election score cards in downtown Cleveland with the compliments of The Friendly Station, reminded listeners that WGAR and CBS would air the election news in a newer, easy-to-understand style.

Governor-Elect Lausche was interviewed by WGAR special-events broadcaster Sid Andorn immediately after election had been conceded by Mr. Lausche's opponent.

Frances P. Bolton, re-elected as Congresswoman from Ohio's 22nd district, thanked voters in a remote control pickup from WGAR's mobile unit which visited the candidates.

Busy broadcasters were Carl George and Dave Baylor, part of the staff of 48 WGAR people who were on duty from 15 to 20 hours at a stretch collecting, editing, analyzing and airing returns.

Manager John F. Patt of WGAR personally directed his staff in coverage of national and state results, a performance that listeners praised as the most informative and understandable election broadcasting in Northeastern Ohio.

Re-elected by Ohioans, Congressman George H. Bender found a WGAR microphone on the desk and Tom Armstrong and Bob Forker of The Friendly Station at his headquarters, ready to carry his comments the moment the vote total showed him the choice.

OOPS! A SLIP OF THE TYPE!

JOIN THE GROWING PARADE OF SATISFIED KFOR ADVERTISERS
ON KFOR YOU ARE IN GRAND COMPANY — SUCH ADVERTISERS AS COCA COLA PHILCO, SINCLAIR BARBASOL, FORD
MUTUAL NETWORK ADVERTISERS USE KFOR 39 HOURS 55 MINUTES EVERY WEEK
BLUE NETWORK ADVERTISERS USE 166 HOURS 50 MINUTES EVERY WEEK
Represented by Edward Petry Co., Inc.

A "friendly competitor" called attention to an error in our ad in the October 23 issue of "Broadcasting". We intended to say "every *month*" instead of "every week".

No errors about October being a top month, tho'! The October figures are *199 hours and 6 minutes* for *Blue* Network advertisers, and *66 hours, 4 minutes* for *Mutual* advertisers over KFOR!

KFOR

"Nebraska's Capital City Station" LINCOLN Nebraska

Blue and Mutual Networks

At Deadline . . .

EDWARD R. MURROW, CBS European chief and president of the Assn. of American Correspondents in London, arrived in New York last Friday for a sabbatical and conferences with CBS officials.

INCREASE of 10% in announcers' fees for local commercials, retroactive to Nov. 1, was agreed upon last Friday by AFRA and five major Chicago stations, WBBM WMAQ WENR WLS WGN, subject to approval by the WLB.

NOV. 30 Hooper ratings: *Bob Hope*, first; *Fibber McGee & Molly*, second; *Radio Theatre*, third; followed respectively by *Mr. District Attorney*, *Abbott & Costello*, *Bing Crosby*, *Joan Davis* with Jack Haley, *Charlie McCarthy*, *Jack Benny*, *Screen Guild Players*, *Dinah Shore*, *Walter Winchell*, *Eddie Cantor*, *Bob Burns* and *Aldrich Family*.

SELLERS of SALES

NORMAN ERNEST HEYNE, among the top Chicago timebuyers, has excelled at producing, singing, writing, piano playing and running. At one time it appeared more likely that his professional career would be spent behind a pulpit than behind a desk.

He forsook the ministry, for which he had completed five years' study at Concordia Junior College, to enter Northwestern University —ostensibly for an education, but more intently concerned with his future as a football player.

Concordia offered Mr. Heyne little outlet for his physical energies and these he determined to expend for the glory of the Purple. Northwestern's coach and Mr. Heyne differed on this point, and after several leisurely games on the bench, Mr. Heyne took up track.

He became so proficient as an athlete that he was called upon as a campus personality to lend his charm to certain social functions. Among these was a college night entertainment at the Sherman Hotel's College Inn. Mr. Heyne was selected to sing "Penthouse Serenade".

He stood squarely before the audience—and uttered not a sound. Mike fright.

Mr. Heyne accepted this reverse with reluctance. He decided to overcome mike fright. He organized a College Night program at the Blackhawk Restaurant and, as part of the evening's festivities, produced a vocal trio—with Heyne as tenor.

This trio attracted the attention of bandleader Hal Kemp who retained it to front his orchestra and although it's a long way around Robin Hood's barn, that's how Mr. Heyne became a timebuyer.

For two years after graduation from Northwestern (1932), Mr. Heyne and his fellow trio members worked as professional entertainers.

NORMAN

In 1935, Mr. Heyne left the trio to join Schwimmer & Scott, Chicago, as copy writer. In that same year, he married his childhood sweetheart, Mildred Chisholm. He remained with Schwimmer & Scott until 1943, then moved over to Ruthrauff & Ryan, as radio director.

Mr. Heyne likes his commercials simple and direct. ("Mommy, I want a Salerno Butter Cookie".) He believes television will be more generally accepted in a shorter period than it took radio to make the grade, once the wartime restrictions are lifted.

For Ruthrauff & Ryan, Mr. Heyne handles, among other accounts: Quaker Oats, Griesedieck Brewery, Garrett Wine, Bendix Home Appliances, Consolidated Biscuit and Roundy, Peckham and Dexter Co.

WILMINGTON DELAWARE

WDEL

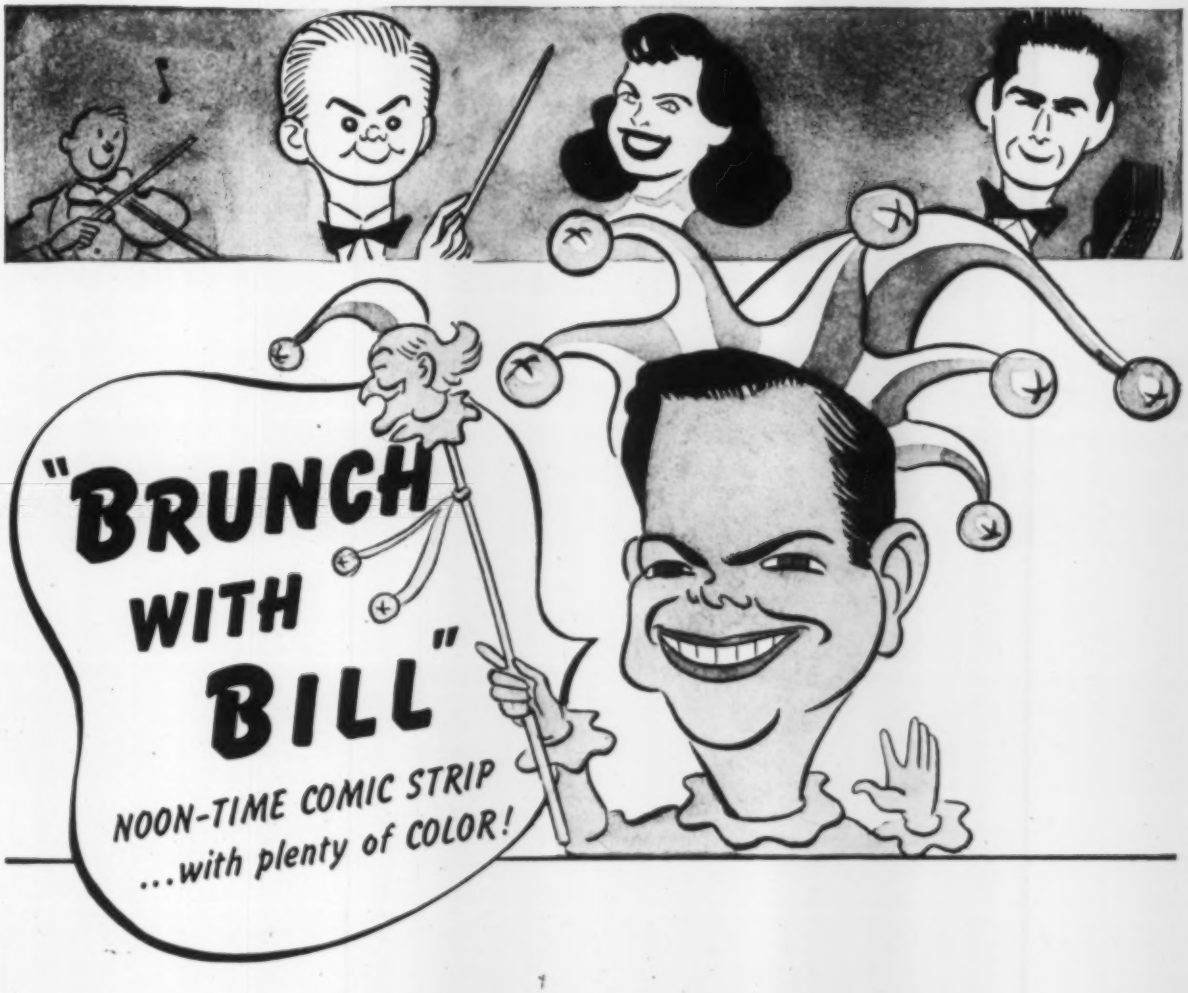
1150 KC

5000 WATTS DAY & NIGHT

NBC Basic Network Station

Sales Representative

PAUL H. RAYMER



Bill Hinds, Bette Smiley, Paul Shannon, Bernie Armstrong and his Orchestra . . and a variety of supporting acts make this 45 minute, 5-day-a-week strip on KDKA (12:15-1:00 P. M.) a show that every advertiser should know about . . and use!

We can't tell the whole story here, but "Brunch with Bill" *is different!* One-minute announcements are pointed-up and presented on a fabric of exquisite background material. Basic, time-tested fun combinations are shot through with enough frantic antics to insure a smart show in today's tempo, yet the commercial is given straight, with sincerity and punch.

Don't let our pictures fool you. There is a fair amount of expert fooling (the high-rating kind) but every minute is rehearsed and the entire 45 minutes is *produced* . . That, and 50,000 watt coverage is why "Brunch With Bill" *produces* consumer demand for *any* product.

Proof and details from your NBC Spot Salesman.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • KYW • WBZ • WBZA • KDKA

REPPESENTED NATIONALLY BY NBC SPOT SALES

"Frankly, Miss Love, I would never have taken 5:30 a.m., if F&P hadn't vouched for it!"

● When any F&P Colonel recommends something to you, you can bet your bottom dollar it makes sense. Not that we're little angels who are too good to be true—it's just that most of our business is repeat orders, and we'd be downright foolish to sell you any junk.

We know that in spot broadcasting, as everywhere else, honesty is *really* the best policy.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA
and	WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 23 WASHINGTON, D. C., DECEMBER 4, 1944 $5.00 A YEAR—15c A COPY

WJZ Bans Chain-Break Spots, 8-10 p.m.

New Policy, Effective Now, Follows WWJ Move Against Transcriptions

WITH THE no-transcribed spot edict of WWJ Detroit still ringing in their ears, radio advertisers and agencies are being notified by WJZ, Blue Network key in New York, that all chain-break announcements except time signals will be eliminated from the peak evening listening period between 8 and 10 p.m.

Coming on the heels of the announcement by Harry Bannister, WWJ manager, that the station will remove all transcribed announcements from its schedules Feb. 1, John McNeil, WJZ manager, loosed another block buster in the commercial cleanup campaign with disclosure of new standards of program acceptance. It is presumed the WJZ action, which will cost the station between $150,000 and $200,000 annually, will be followed by other owned and operated stations of the Blue and probably permeate major market stations on a gradual basis, as commercial commitments permit.

Higher Standards

Mr. McNeil said elimination of the chain breaks other than time signals between 8 and 10 p.m. is effective immediately, with present sponsors in those time brackets to be asked to vacate on two weeks' notice.

Along with the chain-break cancellation WJZ also is inaugurating new and higher standards of acceptance for chain-break announcements at all other times of the broadcast day, Mr. McNeil informed all WJZ department heads in a memorandum issued last week. Announcement to agencies and clients was expected last weekend.

Meanwhile, there were repercussions aplenty to the WWJ reaction, supplementing the deluge last week [BROADCASTING, Nov. 27]. Mr. Bannister reported the new policy had met "with enthusiastic acclaim from everyone excepting a few advertising agencies and a few broadcasters". Other reaction to the move, however, has been varied, with many agency executives running quite a temperature. Others applauded the spirit that motivated WWJ, but deplored the method.

Mr. Bannister has accepted an invitation to discuss the new WWJ policy before the Chicago Radio Management Club during a luncheon meeting Wednesday. Fireworks aplenty are expected, with an open session in which questions will be put to the WWJ manager.

The action was a lively topic wherever broadcasters congregated. Misgivings were expressed by perhaps a majority of the broadcasters over any policy which would result in a wholesale loss of business. There were some expressions of fear that spot business might be diverted to other media, while others felt the move was healthy because it should tend to replace many spot accounts with programs, transcribed or live.

Mr. Bannister reported that aside from trade reaction, audience reaction was "little short of terrific". The public generally, he said, enthusiastically applauded the move publicized in the *Detroit News*, parent of WWJ.

Alluding to agency and broadcaster criticism, Mr. Bannister said it followed the same general line—that it would be better to discriminate and select as between "good" and "bad" announcements, rather than to draw a sharp line between live and transcribed announcements.

"These people all overlook the fact that supposedly all worthwhile radio stations have always employed a policy of selectivity," he said. "They have accepted what was regarded as good and rejected many bad announcements, and it has been under such a policy that present stations have developed, so quite evidently our problem is not one to be solved by discrimination and selectivity. Nor is it pertinent to say, as many of them do, that live announcements can be just as bad as some transcriptions.

"Our decision to accept only live copy announcements does not mean that we'll hesitate to turn down live copy if it is in bad taste or contrary to public interest. I feel that the elimination of transcribed announcements will return to WWJ the full control over announcements which every station should have if it is to function under our present laws as Congress intended. Having that full control, the station can then see to it that only public interest broadcasting is included in its schedule."

Chain-Break Requirements

In his memorandum to WJZ department heads, Mr. McNeil stated:

"Each chain break will be scrutinized by the WJZ program department and accepted only if it meets with the following requirements:

"1. They must be in harmony with adjacent programs.

"2. They must be pleasant to hear.

"3. They must be short.

"4. They may be moved or dropped at any time in the interests of good programming.

"The above terms are purposely left somewhat vague, because

(*Continued on page 68*)

Swezey, Carlin Named MBS V-Ps

Kobak General Manager And President With Swezey Aide

IN HIS FIRST moves toward reorganization of the Mutual high command, Edgar Kobak, president and general manager, last Friday announced appointments of Robert D. Swezey, general counsel of the Blue, as vice-president and assistant general manager, and Phillips Carlin, former program vice-president of the Blue, to a similar post with Mutual. Mr. Carlin takes over Dec. 11 and Mr. Swezey the following week.

While the Carlin appointment came as no surprise, Mr. Swezey's designation had not been forecast. Although general counsel of the Blue and on the legal staff of NBC prior to the separation of the networks, Mr. Swezey had been active in operating affairs of the Blue. In his Mutual post, he will be engaged entirely in operations and will forego legal activities. Emanuel Dannett is New York general counsel of Mutual.

Mr. Kobak, who assumed the Mutual helm Nov. 20 after having served conspicuously as executive vice-president of the Blue, has taken the title of general manager along with the presidency. Thus, Mr. Swezey will function as his chief assistant and as second man in the organization.

Mr. Swezey served as both counsel and secretary of the Blue from its organization as an independent entity in February 1942. He will move to Mutual as soon as he has finished several pending legal matters for the Blue, such as the WJZ-KOB hearing on the 770 kc channel, now scheduled for Dec. 11 in Washington. Before joining NBC, he had served with various Government departments, including the RFC and Federal Home Loan Bank Board. A 1928 graduate of Harvard, and a Harvard Law School graduate of 1931, he began his private practice in Boston with the firm of Warner, Stackpole & Bradlee.

Mr. Carlin resigned his Blue post last month as vice-president in charge of program operations, a post he had held since the Blue was separated from NBC two years ago. Hubbell Robinson Jr., Young & Rubicam radio executive, previously had joined the Blue as vice-president in charge of programming and production. Adolph Opfinger continues in his capacity as program director of Mutual, functioning under Mr. Carlin.

In addition, John Whitmore, news chief, and Tom Slater, director of special events, will report to Mr. Carlin.

In his first conference call to affiliated stations last Tuesday, Mr. Kobak said no other changes in the Mutual executive structure are planned.

Two Firms Cancel Vitamin Schedules

Move Believed Isolated; Others Readjust Radio Plans

WITHDRAWAL of two widely advertised vitamin products (Stams and Stan-B) from the market by Standard Brands and removal of the *Frank Sinatra Show* from CBS for Lever Bros.' Vimms, along with unconfirmed reports that this product might also vanish from the advertising picture, appeared last week to be isolated cases, with no indication that they foretold a sudden or general retrenchment of production and advertising of vitamins for consumers via radio.

Check on several major national vitamin advertisers, including Standard Brands, McKesson & Robbins, Grove Labs., and Vitaplus division of Vick Chemical Co. does reveal, however, that in some cases there has been a gradual readjustment of broadcast advertising, including shift of emphasis to other products of the companies during the past year, after the first flush of several years ago when vitamins were being introduced and ballyhooed at top speed.

Bad Publicity Blamed

Whatever changes have been effected are firmly attributed to individual factors — production, distribution, seasonal policy or technique. While admitting that vitamin sales have generally decreased, most spokesmen denied that this or such factors as the recent Duke U. and other instances where vitamins' effectiveness has been challenged, had or would affect their advertising. Sales decline was attributed variously to "bad publicity" for vitamins, indifference of druggists with too many lines to sell, low standards of potence for certain brands, the impresison that "ethical" products are superior to advertised brands, and to a natural levelling off of sales after the abnormally high peak first attained.

Lever Bros., Cambridge, on Dec. 26 will discontinue sponsorship of the *Frank Sinatra Show* for Vimms on 143 CBS stations, heard Monday 8:30-9 p.m. Produced and owned by Music Corp. of America, New York, show has a Hooper rating of 11.5 in its new spot. Firm is understood to be dropping all advertising for Vimms and may possibly discontinue marketing of the product because of poor sales. These reports, however, were denied by the agency, J. Walter Thompson Co., New York. Lever Bros.' promotion of Vimms in addition to sponsorship of Frank Sinatra since January 1943, has included several spot campaigns conducted in 1942 when BBDO, New York, handled the account.

J. Walter Thompson last week would make no statement on Vimms and the program or possible sponsor. One report was that Standard Brands might sponsor the *Sinatra Show* for yeast, replacing *One Man's Family* on NBC, Sunday 8:30-9 p.m. Kenyon & Eckhardt, New York, handles the yeast account for Standard Brands.

Lever Bros. for Swan Soap, will shift *Burns and Allen* on Jan. 1 from its current spot on CBS, Tuesday, 9-9:30 p.m. to the Monday night Vimms period, but will retain the Tuesday night time, which may be filled by a new show, according to a spokesman for Young & Rubicam, New York, agency for Swan Soap.

Spots on Regular Program

According to a spokesman for Standard Brands, who said that all radio promtion for Stan-B and Stams had been discontinued, air advertising for Stams, handled by Ted Bates Inc., has been confined for the past six months or so to announcements on the company's regular program for coffee on NBC, *Charlie McCarthy*, and on *This Changing World* (coffee-desserts), CBS. Shift from initial concentrated spot radio drive took place last June with achievement of national distribution. *This Changing World* goes off CBS Dec. 27, with no replacement planned. Stan-B, handled by H. W. Kastor & Sons, also shifted last summer from intensive spot radio to announcements on regular Standard Brands network schedules. New spot radio test had been inaugurated recently in Chicago and New York.

There are no plans for decreasing promotion for Grove Labs.' Defender Vitamins, placed through Donahue & Coe. Schedule was reduced last September because of shortages of certain materials, and decreased distribution only, the agency reports. From primary promotion on Mutual and Blue time, and on a spot radio schedule of spots and programs on 50-60 stations, Defenders shifted to hitchhike to secondary promotion locally and on the networks, the emphasis shifting to four-way cold tablets. According to Russel M. Seeds Co., Chicago, promotion of Grove vitamins handled by that agency will continue as heretofore.

Spokesman for Vitaplus division of Vick Chemical stated emphatically that there were no plans for withdrawing the product from sales or cutting advertising. Vick dropped *Dr. I. Q.* on NBC last March in favor of spot radio and is now on about 18 stations with every fourth commercial devoted to this product. There are also trailers on Prince Matchabelli Perfumery's *Stradivari Orchestra* program on NBC. Vitaplus agency is Morse International.

"We are continuing to expand promotion as we have in the past and may possibly accelerate," a spokesman for McKesson & Robbins said. Spot radio schedule, placed through Ivey & Ellington for Bax was to be discontinued last week until Jan. 15, but this is a season practice to avoid competition with holiday gift advertising, he said, and has nothing to do with the sales picture. Bexel, advertising handled by J. D. Tarcher & Co., will continue on Joe E. Brown's Blue program and locally on some 54 stations.

WNHC Takes the Air

WNHC New Haven, Conn., newly-licensed local outlet slated to take the air Dec. 2, is represented by William Rambeau Co., Chicago. Programming of entire first day was on behalf of War Bonds. Station is owned by Elm City Broadcasting Co., assigned to 1340 kc with 250 w unlimited.

United Auto Workers FCC Application Requests Six Educational FM Stations

SIX "educational" noncommercial FM stations for Detroit, Flint, Chicago, Newark, Los Angeles and Cleveland are sought by International Union, United Automobile, Aircraft and Agricultural Implement Workers of America, UAW-CIO in a sheaf of applications filed with the FCC last week.

Proposing to concentrate on educational features, "including the arts, literature, economics, political and social sciences", the CIO states the history and current problems of the labor movement will be included as part of the educational program and also that "both industry and consumer will receive adequate representation in thorough discussions of their mutual problems".

The applications state that all groups and classes will be afforded such a "freedom of speech and opportunities for discussion as to be unparalleled" in the history of radio. In addition to the educational features, to compose approximately 25% of the programming, news, discussions, music, sports, interfraternal and other features would be presented.

Almost completely lacking in technical information, facilities as requested for the various cities were listed as follows: Detroit—43,100 kc 22,750 sq. mi.; Flint—45,900 kc 8,045 sq. mi.; Chicago—43,500 kc 14,600 sq. mi.; Newark—43,100 kc 18,750 sq. mi.; Los Angeles—43,900 kc 32,100 sq. mi.; Cleveland—43,100 kc 17,500 sq. mi. No estimate was given as to cost of the proposed stations.

Harold N. Graves Named KIRO V-P

Official of Revenue Bureau Station Financial Head

SECOND high Government official within a month to accept a position with KIRO Seattle, Harold N. Graves has resigned, effective Dec. 15, as Assistant Commissioner of Internal Revenue to become vice-president in charge of finance and personnel.

Mr. Graves

Paul Appleby, Assistant Director of the Bureau of the Budget, resigned effective Dec. 4 to become vice-president and general manager of the Queen City Broadcasting Co., which operates KIRO.

36 Years' Service

In acceptance of his resignation, President Roosevelt wrote, "I wish to commend you for the excellent service you have rendered in the many important positions you have held in the Government service and for your outstanding achievements as assistant commissioner of internal revenue."

Mr. Graves had been in Government service 36 years, beginning as a school teacher in the Philippines in 1908. He was born in Mt. Sterling, Ill. June 22, 1887 and studied at Illinois College, Jacksonville; Knox College, Galesburg, Ill. and George Washington U., earning an A. B. and an LL.B.

Before taking his present position July 1, 1943, Mr. Graves was assistant to Secretary of the Treasury Morgenthau. He also was acting Commissioner of Internal Revenue after Robert E. Hannegan resigned.

Ford Starts Series

FORD MOTOR Co., Dearborn, Mich., will begin a musical series featuring new and young musicians Dec. 8 on 183 Blue stations, Friday, 8-8:15 p.m. Titled *Stars of the Future*, new program will have as permanent stars, Lawrence Brooks and Frances Greer, singers, as well as guest stars each week. Robert Russell Bennett, music director, will direct and arrange the series. Ford will continue *Early American Dance Music*, Saturday 11-11:30 p.m. and the *Greenfield Village Chapel Service*, Sunday, 8-8:15 p.m., both on the Blue. Agency is J. Walter Thompson Co., Chicago.

KGW Renews on WQXR

KGW Portland, Ore., which began station promotion on WQXR New York last August, has renewed its daily one-minute spot announcements for 13 weeks. Arden X. Pangborn, KGW managing director, in a letter to H. K. Boice, vice-president in charge of sales for WQXR, has commended the station for its successful promotion of KGW.

World to Syndicate Name Talent Discs

10 Features Ready For Release to Stations

ENTRY OF World Broadcasting System, pioneer transcription service, into the direct field of syndicated program production offering recorded name talent for national, regional or local sponsorship, will be announced this week. The new service will be known as World Features.

A year in the making, the innovation grows out of World's association with Decca Records Inc., of which it became a subsidiary in July 1943. Announcement will come with the release to stations, agencies and advertisers of an illustrated brochure setting forth the nature of the service and first offering of a group of 10 complete features ready for release.

Available first to World library subscribers in each market, each series will be sold on an exclusive market basis. Where World library stations do not subscribe for a particular series, it will be offered other stations or advertisers and agencies. Non-station purchasers will be sold subject to prior station sales, for broadcast in uncontracted markets within the same price ranges.

Based on Market Size

The World Features rate will be based on market size. It is understood the rate structure provides for a scale ranging from $70 to $200, based on market size, for a 26-time, 5-minute open-end series. For a series covering 156 quarter-hour programs, the range is from $425 to $1375.

The new service will not disturb the WBS operations in the transcribed program library and tailor-made transcription fields, in which it has pioneered since 1929. WBS library service has some 300 subscribers, of which 250 are in the United States.

P. L. Deutsch, WBS president, said it had been his conviction for a long time that there is "a need for high calibre, transcribed radio shows that would fit even limited advertising budgets of national, regional and local advertisers." With World's Decca association, he said, it is now able to draw on the years of experience Decca has had in gauging public performances in entertainment.

Breaks With Tradition

Citing Decca's success in "breaking away from outmoded traditions" and in "discovering public preference", Mr. Deutsch said that with this experience to draw on, World Features has been planned with the listening audience in mind. "We feel strongly that while a radio show must obviously meet the requirements of advertisers and the radio industry, our first obligation is to the listening public."

Work on the new service was begun immediately after World's acquisition by Decca, he said. Through this association, World has been given access "to an impressive array of star talent, top-flight writers, directors and producers—a direct result of Decca's widespread operations in the field of entertainment."

A. J. Kendrick, vice-president and general manager of World, is directing World Features activity. Bernard Zisser is production manager of World Features and George DePue Jr. is in charge of sales.

COVER of World Features announcement brochure, in which its new service is described, shows photos of some of the artists who perform for World.

All of the first 10 features are complete and ready to broadcast. The features now being released are of two types. Several are open-end programs and others in the form which World has labelled "Andi-Flex". The latter are those for which the recorded music is accompanied by pre-prepared scripts and which through their flexibility permit introduction of commericals at any time during the broadcast.

Examples are *Casa Cugat*, Latin American music with the Cugat orchestra, chorus and vocalists; *Jam Session*, authentic jazz by 116 top performers in the jazz world; and *Songs of Praise*, devotional music by the Hamilton Quartet, with George Broadbent at the organ. World has produced 156 quarter-hour programs in each of those series.

The open-end 15-minute programs include 156 episodes of *Mandrake the Magician*, radio adaptation of King Feature syndicate adventure strip carried in 172 newspapers; 26 *Rhythm Range* programs of cowboy music presented by Cottonseed Clark and his cowhands; 39 regular and 13 special holiday programs of song and story by *Ireene Wicker, the Singing Lady*; 13 programs based on the Hix United Feature Syndicate newspaper feature *Strange as it Seems*, now appearing in 200 newspapers.

Specific Projects

Open-end features also include three series of five-minute shows: 104 of Art Baker's biographies of famous folk under the title *Footprints on the Sands of Time;* 26 *Fireside Tales*, exciting stories dramatically presented by Frank Graham; 26 stories told by *Maureen O'Sullivan*, motion picture star.

In addition to its own features, World announces it has developed a plan for "the economical production of special open-end shows patterned to the individual requirements of advertisers or their agencies for specific markets." Through syndication of such programs in all other markets, World said it absorbs part of the cost, "combining the advantages of tailor-made shows with the economy of a syndicated feature."

Mr. Deutsch stated World now had other features in production in addition to the ten now ready. "We have made far-reaching plans for the future," said Mr. Deutsch. "With our years of experience, our unexcelled studio facilities and, now the almost inexhaustible reservoir of talent, writers, directors, and producers made available to us through Decca, we are in a position to produce each new World Feature as a continuing operation. Our effort will be to supply varied, top talent programs designed along the lines of popular appeal and priced within the budgets of all advertisers."

ON AN ESCORTED tour of Pearl Harbor for conferences with Adm. Chester W. Nimitz and his staff are these network executives, who assisted in planning coverage of the Philippine invasion story [BROADCASTING, Oct. 23.]. In the usual order are: Lt. Comdr. R. D. Thompson, USNR, Radio Officer, Public Relations Section, Staff, Commander-in-Chief, U. S. Pacific Fleet; Paul W. White, director of news and public affairs, CBS; Capt. John R. Redman, USN, Communications Officer, Staff, Commander-in-Chief, U. S. Pacific Fleet; John W. Whitmore, director of news broadcasts, MBS; G. W. (Johnny) Johnstone, Blue Network director of news and special features; Capt. H. B. Miller, USN, Public Relations Officer, Staff, Commander-in-Chief, U. S. Pacific Fleet; William F. Brooks, director of international broadcast, NBC; Lt. Comdr. J. Harrison Hartley, USNR, Officer in Charge, Radio Section, Office of Public Relations, Executive Office of the Secretary of the Navy, on temporary duty on staff, Commander-in-Chief, U. S. Pacific Fleet; Lt. Thayer Cumings, USNR, Officer in Charge, Branch Radio Section (New York), Navy Office of Public Relations, who escorted the network executives on their Pearl Harbor junket. Walter Roe (not shown), manager of RCA Communications' International Photo-Radio Services, accompanied the party on the Hawaiian tour.

Electronic Corp. Expands

ELECTRONIC Corp. of America, New York, as part of its promotion for postwar radio sets, on Dec. 4 was to start William S. Gailmor, commentator, in a five-weekly 10-minute program on WJZ New York, having shifted him from WHN New York. Firm, which also sponsors Johannes Steele on WMCA New York, plans to add other stations to its list early next year. Agency is Shappe-Wilkes Adv., New York.

House Probe of FCC Is Closed to Public

Sirica, Charging 'Whitewash', Resigns

By BILL BAILEY

FINIS to the Congressional probe of the FCC in effect, if not in fact, was written last week when the House Select Committee to Investigate the Commission voted 3-2 to terminate public hearings into the sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network chairman. The inquiry continued, however, behind closed doors..

John J. Sirica, Committee general counsel, in open session Tuesday, denounced the Committee action and resigned, declaring he could not live with his conscience were he to be a "party to this whitewash". He followed in the footsteps of his predecessor, Eugene L. Carey, who likewise charged a "whitewash" and resigned last February after the Committee, by a 3-2 vote, postponed hearings in the WMCA case pending litigation in the New York Supreme Court.

Hearings Slowed Down

Chairman Lea (D-Cal.), immediately upon Mr. Sirica's resignation, designated Robert B. Barker, chief investigator, as acting general counsel. The Committee on Friday formally appointed Mr. Barker general counsel, effective Dec. 1.

After the Committee went into executive session the hearings slowed down considerably, it was reported, with Committee members taking more active part in examination of witnesses and delving into minute details. Only two witnesses were called into the closed chamber Tuesday, William Weisman, former general counsel for Mr. Flamm, and Irwin Steingut, New York State Assemblyman and prominent Democrat who is said to have complained to the White House about the WMCA sale.

Other witnesses heard behind closed doors included Col. Telford Taylor, former FCC general counsel who was flown from the European Theatre of Operations to testify; Charles R. Denny, present FCC general counsel; Mr. Flamm; Leslie E. Roberts, former public relations counsel of WMCA who has told the Committee a story of "conspiracy" to "frighten" Mr. Flamm into selling his station, and Marion K. Gilliam, Asbury Park, N. J, former 50% owner of WMCA with Mr. Flamm, who sold his interest to Mr. Flamm in 1932.

Reports gained circulation on Capitol Hill that the new Congress would demand a "thorough and exhaustive" investigation of the FCC, some quarters having felt that the closing probe accomplished little except bring about a reduction of $2,000,000 in the 1945 appropriation. Those sources inferred that Mr. Garey would be brought back to Washington to complete the job he started in early 1943. Reached by BROADCASTING, however, Mr. Garey declared he was "perfectly happy" practicing law and felt at the present that he could not accept the appointment of general counsel of a new investigating committee. He paid tribute to Mr. Sirica, declaring: "I thoroughly sympathize and agree with Mr. Sirica's position. A lawyer of integrity and honesty could do nothing else."

In many respects the drama enacted in the House Committee chambers last Tuesday was a parallel to that of last February when charges of "whitewash" and "Administration pressure" were heard.

In the first instance Rep. Hart (D-N.Y.) moved to postpone hearings after Franklin S. Wood, attorney for Mr. Noble, telegraphed the Committee, requesting a delay until after Mr. Flamm's suit in the New York Supreme Court against Mr. Noble was settled. Following a letter from Mr. Wood last Monday, requesting that the Committee hold executive sessions, Rep. Hart moved that his request be granted, with the proviso that any information relating to the FCC be made public "at the conclusion of hearings".

The committee chairman, who voted with Reps. Hart and Magnuson (D-Wash.) last February to discontinue hearings, last week lined up with Rep. Wigglesworth (R-Mass.) in opposition to Reps. Hart, Priest (D-Tenn) and Miller (R-Mo.). Rep. Miller's action was the biggest surprise inasmuch as he previously had denounced the majority members for what he termed a "whitewash" and had taken the fight to the floor of the House where he demanded open hearings in the WMCA case.

Sees 'National Scandal'

In the session last Tuesday Rep. Miller charged that the investigation had become a "private fishing expedition" and that he was not convinced "by the showing made thus far" that the inquiry into WMCA related "materially to any conduct of the FCC".

Rep. Wigglesworth, who with Rep. Miller bitterly fought postponement of the WMCA hearing last February, asserted that "no justification has been shown for withholding the facts from the Congress and the people."

"I agree with the recent statement of the chairman to the effect that a vote to terminate public hearings at this time may well create a national scandal," said the Congressman who for three years has pressed for a complete probe of the WMCA sale, both in Appropriations Committee hearings and in the Select Committee.

Mr. Wigglesworth charged that the Committee and its staff, since the beginning of the probe, have "met with constant obstruction, intimidation and underhanded tactics from those in high places in the attempt to hamstring its work and suppress the truth". He asserted that every time the Committee had attempted to take up the WMCA case "tremendous" pressure has been brought to bear from Administration and other sources in the attempt to suppress the case entirely or to postpone indefinitely the presentation of the facts to the Congress and to the people.

"Every time that pressure has proved successful in withholding from the Congress and the people unsavory facts said to involve high Administration officials and advisers both past and present. The strength and character of this pressure is in itself the strongest possible prima facie evidence, in my judgment, that there is 'something rotten in Denmark' which cannot stand the light of honest investigation."

Counsel Praised

Statements came thick and fast both during the brief open session before the doors were closed and following it. All five Committee members made statements, in addition to Mr. Sirica. Others included Mr. Noble, Philip Handelman, attorney for Mr. Flamm, and FCC Chairman E. K. Jett. During the upheaval Mr. Handelman and Mr. Denny attempted to make statements but were overruled by Chairman Lea.

In his parting words Mr. Sirica paid tribute to Chairman Lea whom, he said, had been accused of "whitewashing" the probe. "I can say that I never believed you wanted to whitewash," said the retiring general counsel. "I certainly don't want it on my conscience that John Sirica is a party to any whitewash." Rep. Miller objected to what he termed an "impertinent remark" but Mr. Sirica continued, addressing the chairman, "I want to thank you publicly for the trust you have placed in me. I can't agree with the majority of the Committee, therefore I am tendering to you today my resignation."

Rep. Hart paid his respects to the general counsel as a "highly honorable gentleman," asserting that he regretted "the decision he has made" and hoped that Mr. Sirica would reconsider. He denied any "suppression of facts" and declared that "nobody has attempted to intimidate me; nobody has attempted to exert pressure on me."

Rep. Priest, who was appointed

(*Continued on page 66*)

Rep. Wigglesworth Urges Congress Bring Story of WMCA Sale Out Into Open

DESPITE a majority vote of the House Select Committee to Investigate the FCC to keep secret its hearings into the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, the action erupted on the floor of the House last Friday when Rep. Richard B. Wigglesworth (R-Mass.), who opposed the "closed door" policy, called upon Congress to "unite in demanding 'let there be light'."

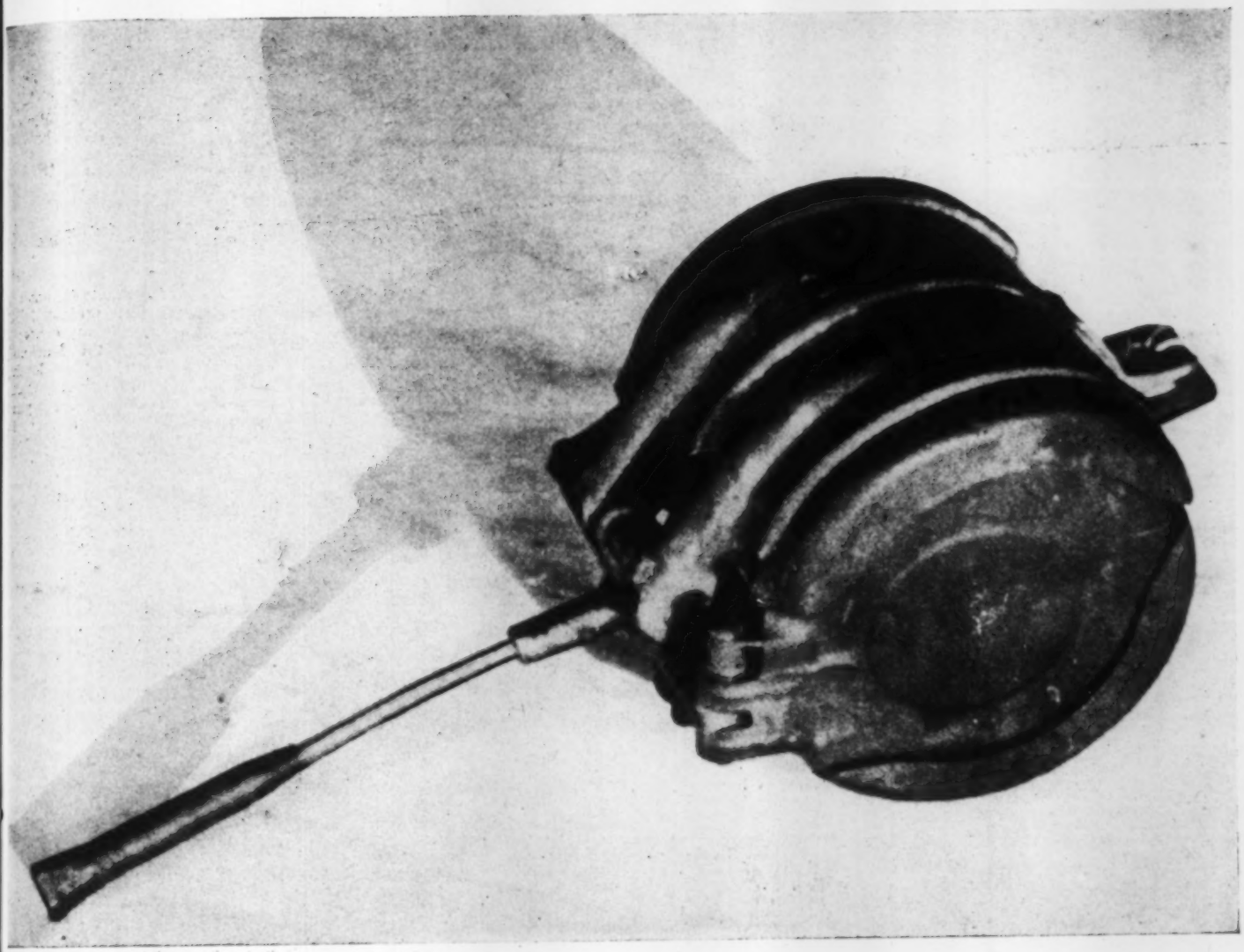
His dramatic speech, which promised to touch off further repercussions over the 3-2 Committee action to close the public hearings, followed by a day a caucus of Republican House members, who are reported to have discussed the Select Committee's "closed door" policy and the contract termination by NBC of Upton Close, commentator [BROADCASTING, Nov. 20].

Shortly after Mr. Wigglesworth completed his address, Mr. Noble, now chairman of the Blue Network, issued a statement declaring: "Congressman Wigglesworth is trying desperately to conjure up a public issue out of my purchase of Station WMCA four years ago. In so doing, he carries a torch for a number of persons who seek to extract from the situation personal profit for themselves at my expense."

Rep. Wigglesworth said that the 3-2 vote to continue the WMCA hearings in executive session "raises again the question as to the forces operating from the very outset to suppress the facts as to this WMCA transaction. What are these all-powerful forces?"

"Is the Administration seeking to protect and to keep under cover the conduct and the doings of its 'sacred cows' and political 'parasites in private practice' who are amassing fortunes at the expense of the taxpayers? Did the influence of Mr. Corocoran (Thomas G.) play a part in the determination of the Democratic majority of the Committee to terminate the hearings on the WMCA matter when they were first opened 8½ months ago, on the flimsy pretext that the hearings would interfere with private litigation between Mr. Flamm and Mr. Noble?"

He also asked whether the FCC authorized the transfer "without any hearing and in the short space of 15 days, notwithstanding certain members of the Commission were on notice that the sale of the station was perhaps tainted with irregularity?" and whether the Commission or its personnel were "party to the alleged conspiracy".



Booby trap

That gadget up there, in the language of the British Army, is a German anti-personnel bomb. The troops call it a booby trap.

It looks innocent . . . but it can kick your head off.

Radio time buyers can take a tip from that bomb. Some radio station buys look good, sound good . . . but the high cost, low sales results often kick the bottom out of a sound campaign.

In the 6th largest market we offer you a radio station that delivers more sales results per dollar than any of the other four stations in town.

The station we are talking about is W-I-T-H, the successful independent. There are some hard-boiled, sales producing facts about W-I-T-H for you to look at . . . before you buy any time in Baltimore. We'll be glad to show them to you

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Bill to Curb Petrillo Before Senate

Gets Unanimous Vote; Sympathy Strike in Nashville Sought

THE FIRST legislative boomerang to James C. Petrillo's victory in the recording case came last week when the Senate Interstate Commerce Committee unanimously reported out a bill (S-1957) by Sen. Vandenburg (R-Mich.) to prohibit the AFM leader from interfering with the broadcasting of noncommercial cultural programs by educational institutions.

Action on the bill, which had laid dormant since its introduction last May, was a surprise even to the author of the legislation. It is understood that Committee members were moved by the public reaction to surrender of the recording companies to Petrillo's demands and took the position that Congress must once and for all put a stop to the musician leader's operations.

Will Seek Action

Sen. Vandenburg announced he would press for action on the bill before the present session of Congress expires on Jan. 3, 1945. In view of the Senate committee's unanimous approval, passage of the message by the Senate and later by the House was anticipated by its supporters.

The Congressional development followed within less than a week the National Labor Relations Board decision which prevents Mr. Petrillo from carrying out his make-work plans to force radio stations to hire musicians to play records. The Board safeguarded the jurisdiction of the National Assn. of Broadcast Engineers & Technicians (NABET) which had opposed the efforts of the AFM to take over platter-turning functions of the technicians at NBC and Blue-owned stations. Mr. Petrillo was permitted to retain his jurisdiction in Chicago by virtue of historical considerations [BROADCASTING, Nov. 27].

Meanwhile, Mr. Petrillo continued to make news on other fronts. An effort of the Washington, D. C., local of the AFM to terminate the 53-piece band of the Metropolitan Police Dept. and to prevent the authorization of a $11,500 appropriation for maintenance drew a strong attack on Mr. Petrillo from Rep. F. Edward Hebert (D-La.), a member of the House District Committee.

"If James Petrillo and his musicians' union get away with this window-dressing in the Nation's capital it will not be long before the rest of the country's municipal bands become victims of the union," he warned a subcommittee holding hearings on the authorization.

When Mr. Hebert was accused by Paul Schwartz, president of the local, of having "hatred" for the AFM, he replied: "No, I do not. There is no one stronger for the unions than I am. I am a great believer in collective bargaining but I'll be damned if we'll tolerate racketeers in unions."

A witness for the union, Lee Potter, a Washington musician, suggested that members of the subcommittee might be allowing their "hard feeling" against Petrillo to be prejudicing their attitude toward the local. Referring specifically to the recording case and its attendant publicity, he asserted that some retail stores raise their prices slightly to provide for benefits to employes and that customers do not mind this because they are sympathetic toward merchants who take care of their help. But because of the antagonism which has been built up against Petrillo, he contended, there is resentment on the part of consumers to paying a few cents more per record to provide benefits for the musicians "who have been kicked around" and have been compelled in peace time to take jobs even in shoe shine parlors to earn a livelihood.

The subcommittee unanimously reported the bill to the full Committee with the recommendation that any amendments which the union wished to offer could be submitted to the full membership. Members of the subcommittee, in addition to Rep. Hebert, are Reps. John L. McMillan, chairman, (D-S. C.), Thomas D'Alesandro Jr. (D-Md.), James C. Auchincloss (R-N. J.), and Sid Simpson (R-Ill.).

Nashville Strike

In Nashville, Mr. Petrillo's aid was enlisted to resume a strike of transmitter engineers which had put WSIX off the air for three days. The walkout, which occurred a week ago Thursday [BROADCASTING, Nov. 27], was called by the International Brotherhood of Electrical Workers (AFL) as the result of a dispute over wages and hours. It was reported that the management had recovered transmitter equipment missing when the engineers walked out and had obtained non-union workers to operate the station.

D. M. Morris, representative of the Radio Broadcast Technicians' branch of the IBEW, announced he had called on the international headquarters of the IBEW to appeal to Mr. Petrillo to call a sympathy strike at the station. Approximately two years ago, when the station refused to hire a fixed quota of musicians, Mr. Petrillo threatened a strike of musicians in the entire Mutual network, forcing the system to discontinue musical programs to WSIX. As a result, the station had no music, other than recorded, for weeks until the dispute was settled.

Approved by Fly

On the NLRB platter-turning decision, Mr. Petrillo apparently had nothing to say, officially, at least, although he was reported to be "mad as hell". A network spokesman simply declared: "Now that the NLRB has rendered its decision in the platter-turning case, we are starting negotiations with NABET for a new contract." These negotiations will begin Tuesday at NBC headquarters in New York.

NABET's contract with NBC and Blue expired June 1 but continued under its terms until July 27 when the union gave 30 days' notice of termination to reopen contracts, calling for higher wage rates and guarantee of jurisdiction over turntables. Since Aug. 27, operations have continued on a day-to-day basis, awiting the NLRB decision on jurisdiction.

The Vandenberg bill, an outgrowth of hearings held before the Clark subcommittee of the Senate Committee on Interstate Commerce on the Petrillo ban against NBC broadcasts of symphony concerts by the students of the National Music Camp at Interlochen, Mich., would amend the Federal Communications Act of 1934. Its purpose, according to the author, is to keep "James C. Petrillo's foot off the necks of the school children of the country."

The Committee, in reporting the bill, submitted a letter dated Aug. 1, 1944, from former FCC Chairman James Lawrence Fly in reply to a request from Chairman Burton K. Wheeler (D-Mont.) for comment. Mr. Fly wrote:

It appears that the proposed amendment is designed primarily to prevent the occurrence of incidents similar to that which occurred at Interlochen, Mich., a few years ago. At that time, as you will recall, a scheduled broadcast over the network of NBC by the National High School Symphony Orchestra from the National Music Camp at Interlochen was cancelled because of the objection of the AFM that broadcasts by amateur musicians might result in competition with broadcasts by professionals. Insofar as the proposed bill (S-1957) is designed to prevent the recurrence of such an incident, it represents a desirable objective and merits consideration by your committee.

Text of Bill

The bill provides:

That the Communications Act of 1934, as amended, is amended by inserting, after section 329, of such Act, a new section as follows:

"SEC. 330. It shall be unlawful for any person, or any person representing an organization or group, to interfere with, intimidate any person or persons, hinder, extort, delay, prevent, or conspire with other persons for the purpose of hindering, delaying, interfering with, or stopping the production or transmission, by means of any radio station of any noncommercial educational or cultural program presented by any academically accredited and tax-exempt educational institution, prepared and planned for presentation by radio or in the process of being transmitted by radio stations, and it shall likewise be unlawful for any person as a part of a group or organization to threaten or intimidate any other person for the purpose of preventing by group action the operation of any broadcasting station while preparing for or in the operation of broadcasting such noncommercial educational or cultural programs, unless such interference, work stoppage, or group action is part of a general action for other purposes and is of general and broader nature or purpose than to prevent or interfere with the broadcasting of such noncommercial educational and cultural programs:

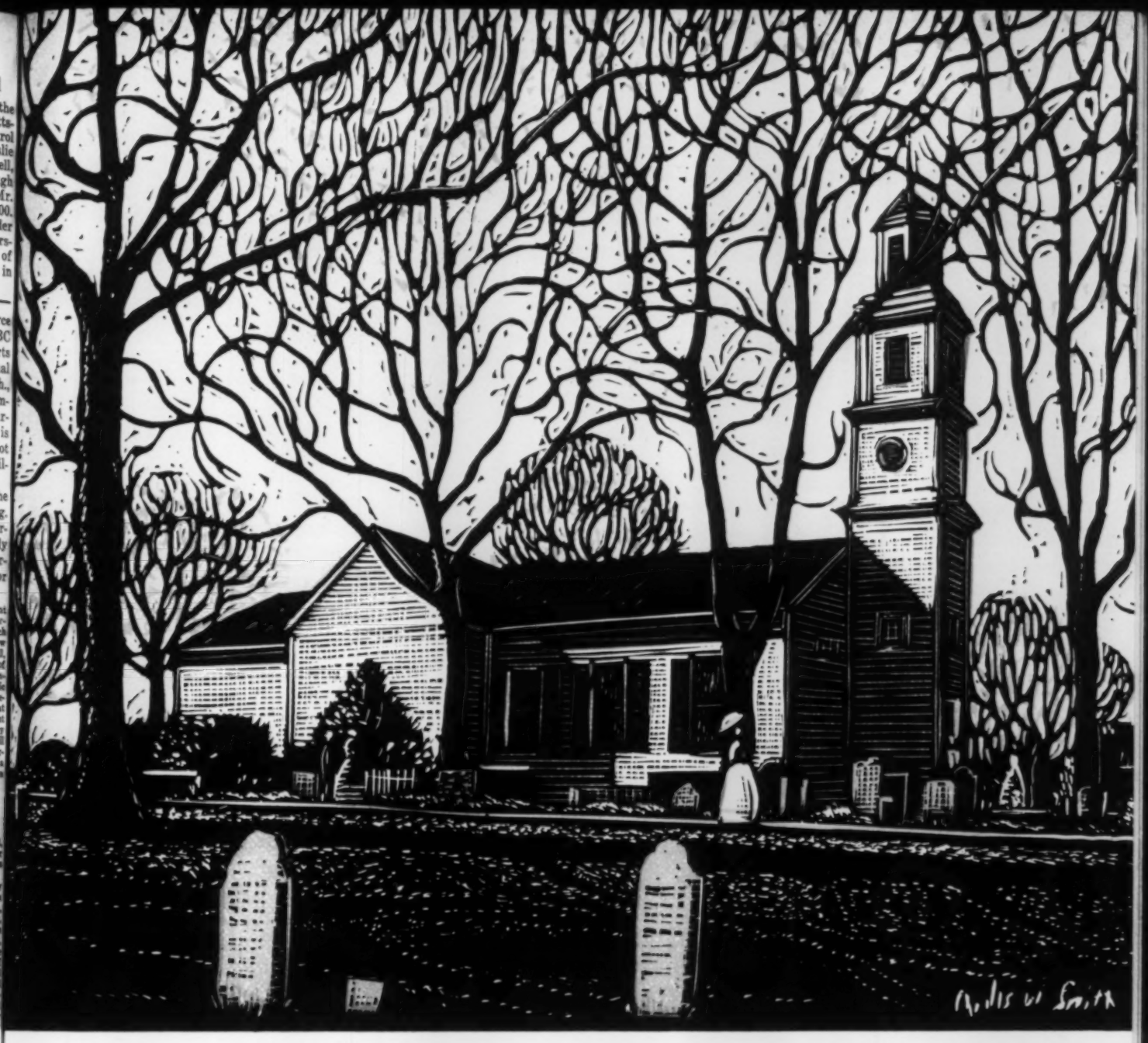
"*Provided*, That such radio station or stations have agreed to broadcast such programs and that no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by such station from any person for broadcasting such program and no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by the persons producing or participating in such program from such station or from any commercial sponsor, for services rendered in producing or participating in such program.

"DEFINITION—'To conspire', *for the purpose of this section*, shall mean to plan with others, to hold meetings for the purpose of planning, to take action as the result of a plan or purpose—such as united stoppage of work at a radio plant, or to write communications urging interference by action or by word of mouth to induce action for the purpose of interference."

BEAMING APPROVAL of *Buster Brown* show, broadcast Saturdays on NBC from Chicago and featuring Smilin' Ed McConnell (seated) are (l to r): Arthur Jacobson, NBC central division production manager; Frank J. Cornwell, advertising manager of Brown Shoe Co., sponsor; Norman LeVally, account executive of Leo Burnett, agency; Frank N. Mastin, Brown Shoe Co. sales representative; Ted Schroth, merchandise manager of Brown Shoe; R. B. Brown, director of sales for Brown Shoe.

WMFF Transfer Asked

APPLICATION was filed with the FCC last week by WMFF Plattsburg, N. Y. for transfer of control from Edward H. Bragg and Leslie F. Bragg to George F. Bissell, president and manager, through sale of 169 shares (52%) to Mr. Bissell for consideration of $24,000. Mr. Bissell, president and holder of 95% interest in WENT Gloversville, N. Y., is now 25% owner of shares of the total 326 shares in WMFF.



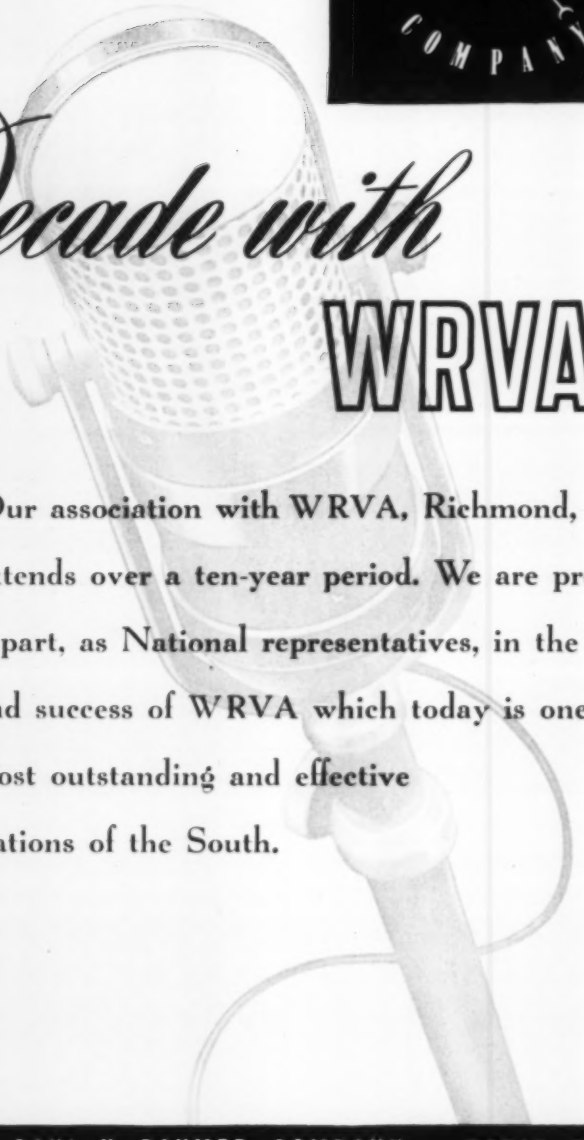
ST. JOHN'S CHURCH, RICHMOND, VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

"GIVE ME LIBERTY...."

From old St. John's Church in Richmond Patrick Henry's challenge of "Give me Liberty . . . . or give me Death" went ringing through the pages of history. Today, 169 years later, the bells of this same church ring in Sunday morning services on WRVA. Such associations form the character which makes WRVA a living and breathing part of Virginia . . . . an institution unique and great in radio.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA



A Decade with WRVA

Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.

PAUL H. RAYMER COMPANY · RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

SALUTE TO WARTIME PLANTS

Gimbel Store Finds Factories Cooperative In Philadelphia Campaign

Mr. Kaufmann, executive head of Gimbel Bros., Philadelphia, evolved the idea of a vocal salute to Philadelphia industries in appreciation for their untiring and invaluable contribution to the war. RCA-Victor, SKF Industries, Philco Corp., and Bendix Aviation are among the companies which have been or will be saluted in Gimbel's "Victory Caravan". In this article, Mr. Kaufmann descibes the format developed for the first "Victory Caravan" salute to John G. Pew Jr's. Sun Shipbuilding & Drydock Co.

By ARTHUR J. KAUFMANN
Executive Head
Gimbel Bros., Philadelphia

COOPERATION of the Sun Shipbuilding & Drydock Co. in promoting our first *Victory Caravan* was readily obtained after I wrote John G. Pew Jr., Sun Shipbuilding president, outlining the idea for the series and inviting Mr. Pew's plant to be the first saluted. The Sun Shipbuilding personnel relations manager was quick to see the value of the show in promoting goodwill among Sun workers, particularly as the talent would be composed of Sun employes.

Mr. Kaufmann

The production staff of WIP acts as a clearing house in the screening of talent from the employe staff of the war industries saluted on the *Caravan*. Every employe who wishes to try out for the show is given a full opportunity for an audition. A surprisingly high quality of entertainment has been screened thus far by the WIP production staff.

Many Attend

To accommodate a larger audience, after the Aug. 9 Sun Shipbuilding premiere proved successful, we decided to move the *Victory Caravan* from the WIP studios, where only a limited number of persons could be seated, to the Gimbel Store Auditorium where we could seat 700 or 800 people. The promotion department of WIP supplies tickets each week to the industry participating.

WIP has prepared a special promotion kit consisting of color display cards for theatre lobbies showing Sun personnel participating in the program, payroll envelope stuffers for plants paying in cash, copy for the plant PA system, talent pictures and copy of the house organ editor. In addition, advertisements are run in Philadelphia papers, as well as in local papers in the communities in which employes who participate in the show live.

Some plants request special promotion not included in the WIP kit, as did SKF Industries when the *Victory Caravan* saluted the large ballbearing company. SKF wanted a special advertisement made up for the back cover of its house organ. WIP forwarded a complete plate to the SKF Industries' house organ editor.

When Cramp Shipbuilding participated in one of our "salutes", the company utilized 12,000 attractive payroll envelope stuffers.

The local newspaper promotion angle has worked out quite satisfactorily for us, as local editors are quick to see the value of an item about a local resident being on the radio. Two papers which have given us outstanding cooperation in this regard so far are the *Camden Courier* and the *Norristown Times-Herald*.

One of the most important rules to follow in getting out our type of promotional material is to deliver the promotion pieces to the industrial plant in ample time for advance display. The best way to build a good sponsor-station-plant relationship is to make certain that the busy plant executive is not bothered by the mechanics of your promotional campaign.

Plants saluted are utilizing transcriptions by WIP, playing the discs over the PA system in each plant, so that all employes may hear them.

KQV MANAGEMENT PLANS EXPANSION

OPERATION of KQV Pittsburgh, basic Blue Network outlet there, by the Allegheny Broadcasting Co., was announced last week. New business offices are in the Union Trust Bldg. in downtown Pittsburgh, and plans are being made to construct new studios and install new equipment as soon as material is available.

The new owners, four Pittsburgh businessmen [BROADCASTING, Aug. 21], have given the new vice-president and general manager of KQV, G. S. (Pete) Wasser, authority to expend considerable funds on an audience promotion campaign. Mr. Wasser has named James Murray, formerly of KDKA Pittsburgh, and more recently sales promotion manager of WJZ New York, as KQV sales manager, and Ben Edson, formerly with KMPC Hollywood, as publicity director and head of the special events department of the newly acquired Blue outlet.

Until the new studios are in operation, KQV will continue operation from its present quarters in Pittsburgh's Chamber of Commerce Bldg.

NRDGA Course

THE RETAIL advertising course of the National Retail Dry Goods Assn. has been accepted for use by servicemen's rehabilitation centers by the office of the Surgeon General. Course, which offers basic facts for the beginner on radio advertising and other media, has been sponsored in several cities. More than 2,000 textbooks, 60 film strips together with an art course are to be distributed to the general hospitals for use in the education reconditioning program.

WJW'S MR. BLANK*

Mr. Blank is our cliche exterminator. Someone, early in radio history thought up a lot of ways of saying things and everybody got in the habit of saying them that way as though they were gospel.

We got tired of hearing things said in the same dull old way, so we hired Mr. Blank to weed out our surplus cliche. He's made remarkable progress in our flowering garden of words.

He swept out all our old, dead words, and supplied our announcers with a bright new shiny set. We think our shows have a new sparkle as a result.

"Words, words, words," says Mr. Blank. "Amazing, the things you can do with words."

One of the things Blank does with them is called showmanship. Another one is called salesmanship for your product.

** Mr. Blank has a word for everything but himself.*

BASIC Blue Network

850 WJW CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY REED COMPANY

Denver's 33-Year-Old Rubber Industry IS HERE TO STAY!

BY July of next year, the facilities of Denver's 33-year-old rubber plant, the sixth largest in the U. S., will have been nearly doubled. A $6,000,000 expansion program, originally planned over a 4-year period will be crowded into one year. The post-war market for the products of this plant—tires, tubes, hose, belts, and countless moulded rubber goods—will most certainly keep it out of the museum of industrial war relics long after peace comes.

Denver's rubber industry is just one of many fixed assets of this region which account for its stability and economic soundness. Mining, agriculture, livestock raising, manufacturing, and the tourist industry are all permanent and sound assets of this region which make it a sound market in which to invest sales effort both for immediate and future profit.

The soundness of KLZ as a sales-promoting medium in the Denver market is decisively indicated by the fact that more advertisers, local and national, buy more time on KLZ than on any other Denver station. With this significant fact in mind, you may lay all other data, charts, and facts end to end . . . and leave them there.

KLZ • DENVER

CBS Network • 560 Kilocycles

Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

Radio's Part in Sixth Loan To Exceed All Other Drives

Treasury Official Lauds Stations and Networks For Initiative, Response to Bond Problems

RADIO'S contribution to the Sixth War Loan Drive will far exceed that of any previous campaign in dollar value or otherwise, it was predicted last week by Robert J. Smith, chief of the Radio Section, Treasury War Finance Division.

He commended broadcasters for their initiative and willingness in offering facilities, talent and executive and other personnel toward solution of War Bond sales problems posed by the Treasury Dept. for the Sixth Loan.

CBS Day Dec. 7

"This is evidenced by the interested and spontaneous manner in which broadcasters on their own have come to us with programming and promotion ideas for their station or network, in answer to our statements of objectives for the Sixth Loan," said Mr. Smith. He also commented that the ratings for the kickoff network programs Nov. 19 "compared favorably" with their competitive programs and that their cumulative effect brought ratings on the President's message which are higher than any of those for his addresses during the political campaign.

Plans for the network Bond day of CBS on Dec. 7, as proposed last week, call for Sixth Loan promotion on every program of the day, with most of the copy woven into the regular scripts. Worldwide pickups are slated for *Finish the Job*, Sixth Loan feature spotted at 8-8:55 p.m., and produced and directed by Robert Louis Shayon who also did some of the writing along with Bob Sloane.

Broadcast will present a chronological survey of the war up to the present with wounded servicemen and families of servicemen killed in action participating. Same evening, 11:30-12 CBS will broadcast *And Some Shall Return*, built around the poem "What Did You Do Today, My Friend?" written by Dean Chatlain, former Army lieutenant who amputated his own foot while under enemy fire in Tunisia. Musical setting of poem is to be sung by Lawrence Tibbett. The man who has received as many awards as Gen. Douglas MacArthur, Capt. Maurice Britt, also will be on the program.

The following day CBS plans to air *The Dead Tell No Lies*, 7:15-7:30 p.m., drama stressing the seriousness of war, and on Dec. 15 a drama is scheduled by Mari Yanofsky. Time for the latter has not been set.

Now being sent by the WFD Music Promotion Unit to stations on the West Coast is a new recording "Buy a Bond for a Soldier for Christmas", presented by Renzo Cesana, and sung by Bob Hannon with music of Dave Broekman's Treasury orchestra.

Mutual on Nov. 30, 4:30-4:45 p.m., presented a special St. Andrews Day program for the Sixth Loan featuring the Marine Corps Bagpipe Band, organized in Londonderry, Ireland, on a bet that the Marines "couldn't do it". Band consists of 27 members and is under direction of Field Music Sgt. Carleton E. Hyland. Dorothy Thompson's program, heard 4 p.m. Sunday on the Blue, during the Sixth Loan will center about questions concerning War Bond sales.

WLS Chicago reported that its activities for Independents Bond Day, Nov. 28, included a series of 15 one-minute War Bond announcements by station talent and heads of various WLS departments, promotion on nearly every program and station break of the Sixth War Loan exhibits at the Chicago Navy Pier, and a Sixth Loan edition of the daily noontime *Dinner Bell* program which featured a wire recording of the U. S. Marine Corps "Mock Invasion of Chicago" made the previous Sunday and an interview with Col. A. Pierce, officer in charge of the Marine exhibit. Also Julian Bentley's 12:30 p.m., 2:45 p.m. and 6:30 p.m. newscasts were originated in behalf of the Drive from the Radio Electronics Exhibit at the Navy Pier.

Eight members of the Treasury Dept., representing Sixth War Loan committees, were to compose New York and Chicago teams on the Dec. 3 *Quiz of Two Cities* show presented Sunday 3-3:30 p.m. by WOR New York. Outlet is also repeating during the Sixth Loan War Bond rallies in neighboring communities featuring top talent and entertainment. Keystone Broadcast-

COINCIDENTAL homecomings unexpectedly brought the engineering staff of WGTM Wilson, N. C. together again. Without even knowing the others were in the state, Warren Wooten (l), present chief engineer; Chief Warrant Officer W. H. Malone (center), back from the Pacific and C. O. Hudson (r), WGTM's first chief engineer now with the FCC, arrived at the station just 30 minutes apart.

Prosperity from Industry

Reason for this tri-state area's rise in prominence and continued prosperity over a period of many years is its great diversity of industry. A listing of the various industries would include petroleum, natural gas, lumber mills, iron and steel foundries and chemical plants. As a result of the war, plants and refineries have been constructed for producing ammonia, plastics, butadiene, aviation gas, ordnance items and precision instruments. Add all these together and you have a market possessing tremendous selling possibilities... a market you can cover completely and effectively with one single medium—KWKH.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

ing System, New York, in addition to including War Bond "commercials" in its sponsored programs is keying a total of 28 hours a week of sustaining programing to the Sixth Loan.

WIBG Philadelphia is using its show window studio to help promote station's War Loan programs. Interviews with servicemen and war heroes are originated from the window. From 6 a.m. to 8 p.m. on Nov. 20 KDNT Denton, Tex. gave its facilities to the local Sixth Loan Committee to help raise the county quota. School representatives participated. WCKY Cincinanti aired an interview recorded inside a B-25 medium bomber on diplay at the Sixth Loan Airmada exhibit in Cincinnati.

WAAB Worcester presented a composite picture of radio's part in the Sixth Loan Nov. 21 at the Worcester Retail Bond Rally dinner, attended by more than 200 persons from local retail stores. Special script written by WAAB staff members was presented, interspersed with excerpts from each of the Treasury transcribed series devoted to the current Drive.

Rush Hughes has incorporated War Bond time signals into his regular KWK St. Louis programs with "_____, Central War Bond Buying Time". Similar version by KFYR Bismarck, N. D. is "Mountain Bond Buying Time is____", followed with the Morse code "V".

Hires Replacing Heidt

CHARLES E. HIRES Co., Philadelphia, will discontinue in January *Heidt Time for Hires* on 136 Blue stations Monday, 7-7:30 p.m. A new program, featuring Don Prindle, scriptwriter, and Wendell Niles, freelance announcer, as a comedy team will serve as a replacement, either continuing in the same spot, or moving to another period on the Blue. Horace Heidt's program will go off around Jan. 15. Agency is N. W. Ayer & Son, New York.

TWENTY-TWO YEARS ago when Sydney R. Montague was a Royal Canadian Northwest Mounted policeman stationed in the Far North where mail reached him only once a year he formed lifelong indebtedness to an announcer who delivered messages and letters via a special KDKA-W8XA Pittsburgh program. Now an internationally known lecturer, Mr. Montague finally found that announcer when he recognized the voice of E. D. Harvey of the WKY Oklahoma City production staff with whom he is rehearsing WKY's Sixth War Loan video show.

FCC Pleas Filed For KROW, KPAS

Transactions Seen Eliminating 'Duopoly' Interests

APPLICATIONS for the sale of KROW Oakland by Wesley I. Dumm, controlling stockholder, for $250,000, and his acquisition of a 25% interest in KPAS Pasadena, now are pending before the FCC by virtue of transactions formally completed [BROADCASTING, Oct. 30].

KROW, independent operating on 960 kc with 1,000 w fulltime, would be sold by stockholders of Educational Broadcasting Co. to stockholders of KROW Inc., who include Sheldon F. Sackett, Oregon publisher and broadcaster, who acquires 65% and Philip G. Lasky, vice-president and general manager of KROW for the past five years, who procures 35%. The price of $250,000 set forth in the application is exclusive net quick assets on the transfer date set by the Commission.

Duopoly Transfer

Mr. Dumm, who is the principal stockholder, also of KSFO San Francisco, has contracted to purchase the 25% interest in KPAS held by J. Frank Burke for about $100,000. Loyal K. King, general manager of KPAS and a stockholder in the station, will continue in that capacity. He is a son-in-law of Mr. Burke.

The transactions were devised to eliminate 'duopoly' interests of both Messrs. Dumm and Burke. By divesting himself of his KROW interest, Mr. Dumm would operate only KSFO and the two international shortwave stations KWID and KWIX, in the San Francisco-Oakland area. Mr. Burke also operates KFVD Los Angeles and is required to divest himself of his interest in one station or the other under the FCC's multiple ownership regulations. KPAS operates with 10,000 w on 1110 kc unlimited time.

Mr. Sackett is principal stockholder of KVAN Vancouver and KOOS Coos Bay, Ore. He is also editor and publisher of the *Coos Bay Daily Times*. Mr. Lasky, prior to becoming general manager and shareholder in KROW, was for five years manager of KSFO and for eight years prior to that manager of KDYL Salt Lake City.

Canadian Stations

NEW low-powered Canadian stations have been authorized to operate by the Radio Branch, Department of Transport, Ottawa. CFAB Windsor, N. S., has been licensed to Avard M. Bishop, to operate with 100 w on 1450 kc; CJSO Sorel, Que., to Henri Gendron and Arthur Prevost with 100 w on 1400 kc; CKPA Port Alberni, B. C., to Neal Jordan with 250 w on 1240 kc and CJEM Edmundston, N. B., to Edmundston Radio Ltd., with 250 w on 1240 kc.

"THIS IS MUTUAL"
At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

★

24 HOURS A DAY
KCKN is the only Kansas City station broadcasting day and night —*all* night.

There's nothing wrong with farmers and small town folk—it's just that they're so few and far between compared to the great concentration of in-the-money, eager-to-buy listeners that comprise Greater Kansas City.

KCKN believes this nine hundred million dollar market is worthy of ALL its attention. KCKN programs *specifically* and *exclusively* for city listeners—and offers you the MASS MARKET BUYING POWER of Greater Kansas City *without* the rate penalty of outstate coverage.

Wire or phone your nearest Capper office for availabilities.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

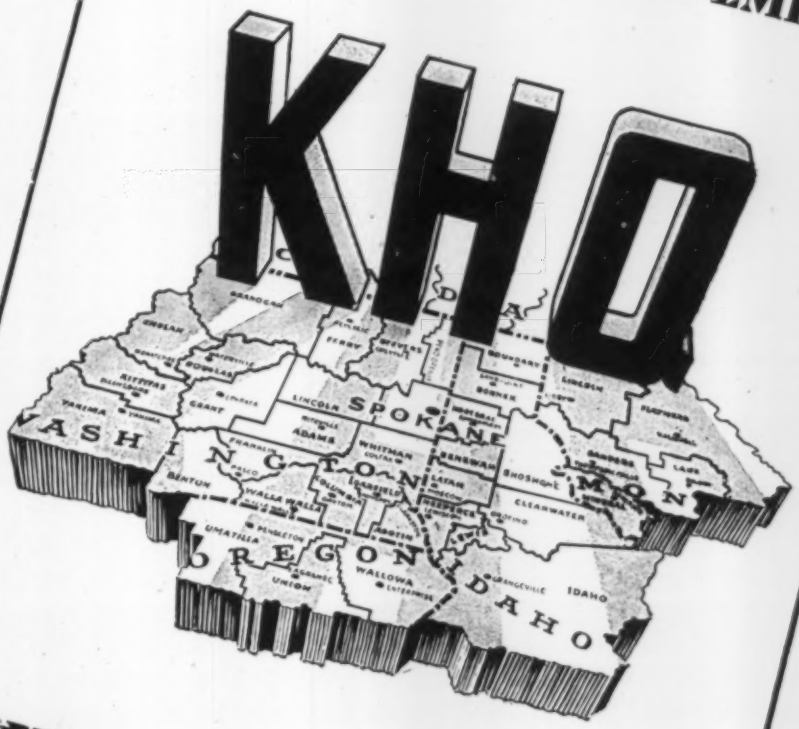
CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ



NBC

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Hop Picking—Streamlined Model. Modern methods replace slow, tedious, hand picking—one reason why Bank Transactions soared to $1,636,289,742 for the first 9 months of 1944, an increase of 10.2% over the same period in '43. Streamlined to Inland Empire needs, KHQ completely covers this rich area at the cost of just one medium.

Adam Schedules Spots

ADAM HAT Stores Inc., New York, on Dec. 2 started a nationwide campaign to run through the month of December, using one-minute transcribed and live spot announcements 15 to 60 times weekly on some 100 stations in 42 cities. Similar campaigns on an all-year basis may soon be used for the hat firm, according to the agency, Buchanan & Co., New York. Adam Hat currently sponsors weekly dramatic and musical programs on WOR New York and WSMB New Orleans.

Antrim Elected

ELBERT M. ANTRIM of WGN Chicago, a member of the board of directors of Mutual, and business manager of *The Chicago Tribune*, has been elected to the board of directors of the American Newspaper Publishers Assn. to fill the unexpired term of the late W. E. Macfarlane, *Tribune* business manager and chairman of Mutual's executive committee.

FCC Approves Sales of Six Stations, Three Under Multiple Ownership Rule

SALES of a half-dozen stations for an aggregate of approximately $880,000 were approved by the FCC last week. The transactions included:

KEX Portland, Ore. (1190 kc, 5,000 w, Blue outlet), from the Oregonian Publishing Co. to Westinghouse Radio Stations, for $400,000, a duopoly sale by virtue of the *Oregonian's* ownership of KGW Portland. Commissioners Durr and Walker favored a hearing, but cited no reasons.

Bitner Gets WFEA

WGL Fort Wayne (1450 kc, 250 w, NBC outlet), by Westinghouse to Farnsworth Television & Radio Corp., for $235,000, a duopoly sale by virtue of Westinghouse ownership of WOWO Fort Wayne.

WFEA Manchester, N. H. (1370 kc, 5,000 w, NBC, Yankee, New England networks), sold by Mrs. Adeline Rines for $150,000 to H. M. Bitner, principal owner of WFBM Indianapolis and publisher of the *Pittsburgh Sun-Telegraph*. Commissioners Walker and Durr favored a hearing, presumably because of the absentee and newspaper ownership aspects.

WORD Spartanburg, S. C. (1400 kc, 250 w, Blue outlet), by Spartanburg Advertising Co. to J. M. Bryan, vice-president of Jefferson Standard Life Insurance Co., Greensboro, N. C. and Smith Davis, newspaper and station financier of Cleveland, as co-partners, for $58,500, a duopoly transaction because of Spartanburg Advertising Co.'s ownership of WSPA.

WCAP Asbury Park, N. J. (1310 kc, 500 w ½ time, independent), transfer of control from Georgia A. Burley through sale of 55.3% of stock to Charms Candy Co. of Bloomfield and Asbury Park, for $6,075 cash, plus assumption of liabilities, making an aggregate of approximately $35,000. Approval was subject to whatever determination the Commission might make on pending renewal and modification of license in view of increased time applications of WCAP, WCAM Camden, and WTNJ Trenton, all sharing on the same frequency.

KROS Clinton, Ia. (1340 kc, 250 w, independent), acquisition of control through transfer of 36.2% of outstanding capital stock from Peter Matzen to W. S. Jacobsen, former Iowa Congressman, for $5,500. Mr. Jacobsen has owned 33%, thus increasing his stock interest to 69%.

The Commission also granted voluntary assignment of the license of KLMP Minot, N. D., from John B. Cooley to himself, his wife and Carroll W. Baker, a newly formed partnership. No monetary consideration was involved.

Also approved was transfer of KORE Eugene, Ore., on an involuntary basis, from the late Frank L. Hill and Violet G. Hill, co-partners, to Violet G. Hill Motter, administratrix of the estate of Mr. Hill. There was no monetary consideration.

I'm a Wing

SPEAKING of coincidents—Ima Wing is the name of the new promotion manager of WING Dayton, and not, as some mistakenly might believe, the staff's slogan. Miss Wing is a newcomer to the field, having become assistant in the traffic department of WCKY Cincinnati about a year ago after leaving the U. of Cincinnati where she studied radio.

Spot Sales Plans

JAMESON E. BRINKMEYER, formerly with WTMV East St. Louis, Ill., and with the Chicago sales staff of World Broadcasting System, has joined the Chicago office of Spot Sales Inc. Company reported this as "the first step in the reorganization of our Chicago activities", stating that "other developments will be announced as negotiations now taking place are concluded". Conversations between Donald D. Davis of WHB Kansas City and Loren Watson of Spot Sales are understood to have resulted in an agreement, to be formalized as soon as contracts have been drawn, whereby Mr. Davis will become a stockholder in the representative firm which will then add WHB to the list of stations it handles.

CAB Adds Seven

THE COOPERATIVE ANALYSIS of Broadcasting last week released the names of seven new members including the Yankee Network and Time Inc., New York; also Anfenger Adv., St. Louis and Paris & Peart, Charles M. Storm Co., Doherty Clifford & Shenfield and Benrus Watch Co., all of New York.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles
Seattle

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

HOUR AFTER HOUR . . .
WEEK AFTER WEEK . . .
YEAR AFTER YEAR . . .

Wisconsin listeners overwhelmingly choose WTMJ

1943

WTMJ's position as **Wisconsin's number one radio station** is not confined to any single program, or any one part of the day. Morning, noon and night, most of the listeners most of the time are tuned to WTMJ. In many cases, WTMJ has more listeners than all other stations combined.

This listener loyalty is traceable to WTMJ's intense local programming, full schedule of NBC programs, and its outstanding service to the community.

You, as an advertiser or agency representative cannot plan on doing a radio job in Wisconsin, without WTMJ, for WTMJ delivers most listeners per program, most listeners per dollar.

THE MILWAUKEE JOURNAL STATION

Basic N. B. C. National Representatives, Edward Petry & Company, Inc.

READY NOW —
to serve you!
LINGO
VERTICAL TUBULAR
STEEL RADIATORS
Now Available for
Prompt Delivery
subject to existing regulations
Your post-war plans are now a step nearer reality, with the news that Lingo Radiators are back in production. Deliveries can now be made in a few weeks to those with proper priority to cover the purchase of new equipment. If you are interested in lowest maintenance costs and highest performance, then Lingo meets your toughest requirements. Radiators are available in standard heights —100 to 500 feet. Lingo also produces tubular steel poles for the support of FM, Television and other UHF antennas.
Our staff will be pleased to provide you with the complete story as it applies in your own case. In writing, please give location, power, frequency of station, and indicate radiator height desired.
JOHN E. LINGO & SON, INC.
Est. 1897 Camden, New Jersey
LINGO VERTICAL TUBULAR STEEL RADIATORS

Gillette Again to Air Major New Year Games

GILLETTE SAFETY RAZOR Corp., Boston, again will sponsor four of the major New Year's Day football events on three networks using 1,460 broadcast station hours during the day. A network of more than 200 stations we carry Mutual coverage of the Cotton Bowl games from Dallas at 2 p.m. Bill Slater will handle the play-by-play and Charles Jordan, Southwest sportscaster, the color. Gillette also will sponsor the Shriner's East-West College All-Star event from San Francisco on more than 200 Mutual stations, 4:45 p.m., with Ernie Smith describing the Western classic and Mel Venter handling color.

The Orange Bowl game in Miami will be carried on 142 CBS stations at 1:45 p.m. Ted Husing, CBS sportscaster, will be assisted by Jimmie Dolan. From New Orleans, the Blue will cover the Sugar Bowl event on 191 stations, Harry Wismer handling play-by-play, and Bill Brengel the color. Agency is Maxon Inc., New York.

Decca Dividend

DECCA RECORDS Inc., New York, at a meeting of the board of directors last week declared an extra dividend of 30c per share on capital stock in addition to the regular quarterly dividend of 30c per share. Both are payable Dec. 22 to stockholders of record Dec. 9 of this year.

WAVE DOESN'T PLAY TO WIN (Ky.)!

WAVE's signal probably doesn't reach the 200 or so miles to Win (Ky.)—but you're not missing much by our inability to cover this tiny town or any others like it, in these parts. Because WAVE *does* cover the whole Louisville Trading Area—a market of 1,336,000 people who have 57.5% of Kentucky's buying power, and spend 17.1% *more* in retail stores than the rest of the State *combined!* That's the Kentucky market you want—and WAVE delivers it at lowest cost!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

KTRI Interest Sold

APPLICATION has been filed with the FCC for transfer of control of Sioux City Broadcasting Co., licensee of KTRI Sioux City, Ia., from the Tribune Co. to Eugene H. Kelly, Eugene F. Kelly and John C. Kelly through purchase 125 shares common stock (50%) for $17,375. Reason for the shift is liquidation of the Tribune Co. of which John C. Kelly is president, Eugene H. Kelly, secretary-treasurer, and Eugene F. Kelly, vice-president. Both John C. and Eugene F. Kelly are also vice-presidents of the Journal-Tribune Co., publisher of the *Sioux City Tribune*. Eugene H. Kelly, president of KTRI, would receive 63 shares of the stock. John C. Kelly, KTRI vice-president and director, would receive 31 shares, as also would Eugene F. Kelly. Other 50% interest in KTRI is held by Dietrick Dirks, general manager.

Pond's Expands

POND'S EXTRACT CO., New York, expanding stations using transcribed 15-second and chain-break spot announcements for face creams, last week added KNX KMTR KPAS KJSB to its list, emphasizing for the first time, Pond's society-beauty endorsements, used in newspaper and magazine advertising, with promotion varying from nine to 36 times weekly per station. Current station list includes KMBC WDAF KCMO WSMB KMOX KWK KPAS KGO KFRC KJBS KXOK KSD KMPC KHJ KMTR KNX KPO KQW KSFO KEX KGW KOIN KIRO KGA KHQ. Agency is J. Walter Thompson Co., New York.

Correction

DR. MATTHEW N. CHAPPELL, who became consulting vice-president of Elliott-Haynes, Toronto, on Dec. 1, will divide his time between there and New York, where he continues as a consultant to C. E. Hooper Inc. in the field of radio audience measurements and as an associate of Carl W. Drepperd in psychological research in the field of printed media and is not moving to Canada as was reported erroneously in last week's BROADCASTING.

KFUN Las Vegas, N. M. has announced the appointment of the William G. Rambeau Co., Chicago, as station representative.

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

The act of knitting does not require conscious thought.
It's an acquired habit.

The people of Southern New England have acquired the habit of relying upon WTIC because WTIC supplies them with the type of radio entertainment they like.

And, it's important to please these people because they possess a buying income that is 60% in excess of the national average. They have the ability to buy your product.

You can reach them—and sell them—through the medium of WTIC's 50,000 WATTS.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

WINN
Louisville
WITH
WINN
Your BASIC BLUE STATION in LOUISVILLE, KY.
HARRY McTIGUE
General Manager

JANE WILSON
Fred Waring Show

Basic Blue programs mean BASIC RESULTS in Louisville! For availabilities write, wire or call.

Louisville Listens to WINN BASIC BLUE features

Purely PROGRAMS

TO ENCOURAGE music appreciation, weekly half-hour *Symphonies for Youth* will be broadcast over 250 Mutual stations for 13 weeks starting Jan. 6, Saturday 1:30-2 p.m. (EWT). Originating from Los Angeles Philharmonic auditorium, full 88-piece orchestra will be used with Alfred Wallenstein conducting. With questions supplied by children, a five-minute participating interlude will be an added feature. Mr. Wallenstein will act as musical moderator. Study material and program information is to be supplied musical supervisors in each city by MBS. Broadcast of series was arranged through cooperation of Harvey S. Mudd and Wilfred Davis, president and general manager respectively of Southern California Symphony Assn., and Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System.

* * *

Potential Announcers

ASPIRING radio announcers are auditioned in a new program, *So You Want to Be a Radio Announcer* now heard on WNEW New York. Participants in the weekly quarter-hour program, Tuesday 7:45-8 p.m., are required to read news reports, give commercials, pronounce difficult names of classical composers and, as a highlight, give an ad-lib account of a news or sporting event or a cartoon flashed on a small screen in the studio.

* * *

Junior League Series

IN COOPERATION with the Junior League, WPTF Raleigh, N. C. is scheduling a 13-week series titled *Books Bring Adventure*, quarter-hour transcribed dramatizations of adventure stories. Resumes of the programs have been put into an illustrated leaflet mailed to all PTA groups in the WPTF coverage area.

Oaks Proposals

IN RESPONSE to a general request from the U. S. State Department for wide circulation of the Dumbarton Oaks proposals for international organization, World Wide Broadcasting Foundation is devoting a half-dozen or more programs to the topic in its quarter-hour recorded series *Beyond Victory*. Programs are being aired on the 73 stations, carrying the regular series offered free as a public service by WWBF in cooperation with the Carnegie Endowment for International Peace, and the Commission to Study the Organization of Peace. First program broadcast on most stations last week presented Dr. James T. Shotwell, Commission chairman.

* * *

Family Names

NEW SUSTAINING program aired weekly by CKAC Montreal presents history of family names, tracing back to earliest times story behind various names. To promote new half-hour show, CKAC notifies by mail all those persons listed in the phone book having names being dramatized the following week.

* * *

Community Fun

SERIES titled *Community Fun* starts this month on the Trans-Canada network of the CBC and will include talks on better ways to promote community activities such as Christmas parties, young people's clubs, community centers, story hours, celebrations.

Public Affairs

PUBLIC AFFAIRS will be discussed by prominent authorities in the fields of education, Government and journalism in a series of seven programs which began Nov. 28 on WMCA New York. Weekly quarter-hour series, *Program for America*, scheduled to run through Jan. 9, will be under the auspices of Freedom House, New York organization devoted to democratic education, inter-racial and inter-faith cooperation.

* * *

WSTV Bowling Show

NIGHTLY program giving highlights of bowling games rolled in the same evening is now aired by WSTV Steubenville, O. under sponsorship of the Steubenville Bowling Palace thrice weekly. Bowlers are named and "pin-by-pin" accounts given of scoring.

* * *

CKAC Program

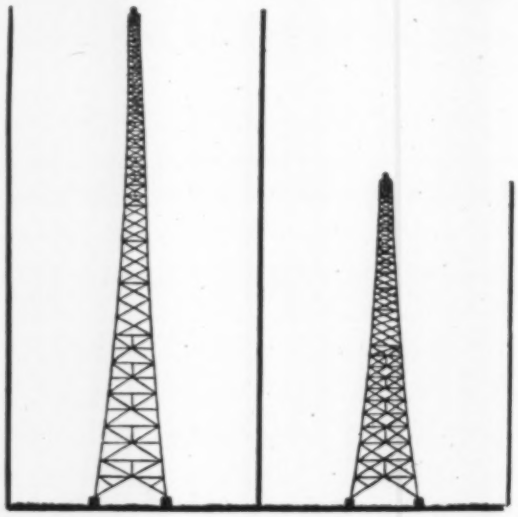
NEW program, *Les Boursiers de CKAC*, is heard each Saturday on CKAC Montreal. Program consists of contests between vocal artists, script-writers, comedians and singers, with $1,000 in prizes donated by *La Presse*, owner of CKAC.

* * *

WJJD Series

TEN QUARTER-HOUR public service shows dealing with the need for revision of Illinois State constitution began on WJJD Chicago Nov. 22 in cooperation with the Illinois League of Women Voters.

WHICH IS THE BETTER STATION?



You can't judge a station's effectiveness by looking at its tower—*or its "potential market."*

Many stations in huge markets have fewer actual listeners and a higher cost-per-listener than WDBJ in Roanoke and Southwest Virginia. Because most huge markets have *several* stations that *divide* the audience—but WDBJ is the ONLY station that satisfactorily covers Southwest Virginia.

Write for all the facts—or ask Free & Peters!

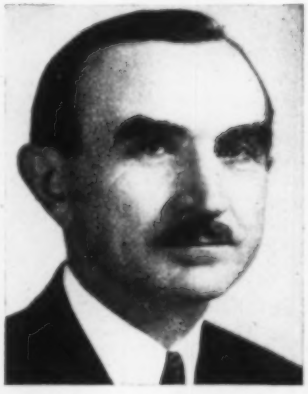
CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW



WAYNE MORSE

WAYNE MORSE

UNITED STATES SENATOR FROM OREGON

SAYS..."Radio has become a great factor in American politics. It helps make Democracy work, both in its role as medium of information prior to the election and as a vehicle for the quick dissemination of eagerly awaited news as the ballots are counted. As I have observed it, station KGW gives its listeners splendid service in both of these important departments."

All KGW station facilities and all hands were devoted to getting the big story on the air, accurately and fast, the night of November 7. Above, right, KGW Election News Editor Don Kneass scans some new totals brought in by Newscaster Bob Thomas from the tallying room of The Oregonian, great newspaper of the west. Below, Tom Swafford, production manager, Arden X. Pangborn, managing director, and H. Q. Cox, assistant manager, check national ballot figures.

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Latest Hooper Ratings Reveal Steady Daytime Listening Gain; Sets-in Use Up

NOVEMBER listening averages on daytime programs released by C. E. Hooper Inc., New York, while showing a drop from last year's report, show an increase from the most recent report on three counts — audience ratings; sets-in-use and available audience. Figure for the latter classification stands at 70.5, up 0.8 from the last report, down 1.4 from a year ago. Sets-in-use rating is up 0.7 from the last report, down 0.3 from a year ago, and the average audience rating of 4.6 is up 0.33 from the last report, down 0.3 from a year ago.

Breakfast at Sardi's (Kellogg) places first in the list of "Top Ten" weekly programs, followed by *When a Girl Marries*, second and *Ma Perkins* (CBS), third. *Right to Happiness* ranks fourth followed by *Young Widder Brown*, *Big Sister*, *Pepper Young's Family*, *Portia Faces Life*, *Stella Dallas* and *Life Can Be Beautiful*.

Life Can Be Beautiful has the largest number of women listeners per set (1.37); *Baukhage Talking* the most men (0.52) and *Jack Armstrong* the most children listeners (1.35).

Top ranking programs in terms of listeners per listening set are as follows:

	Women	Men	Children
1. Terry & Pirates	.92	.32	1.31
2. Jack Armstrong	.83	.32	1.35
3. Let's Pretend	1.08	.26	1.14
4. Tom Mix	.97	.36	1.05
5. Stars over Hollywood	1.23	.19	.65

Bob Hope ranked first with a 30.1 rating and Fibber McGee & Molly second (25.2) in a special interviewing survey conducted by Hooper on programs broadcast after 8 p.m. Nov. 14 to make up for previous cancellation of Nov. 7 ratings because of election coverage.

Top-ranking Saturday shows, not included in the weekday list are *Theatre of Today*, first; and *Stars Over Hollywood*, second. *Aunt Jenny* has the highest sponsor identification index—70.8.

Pearce for Tums

LEWIS-HOWE Co., St. Louis, on Dec. 9 will replace its Tums program *Correction Please*, with "Col." J. C. Flippen and Jack Shilkret's orchestra on 53 CBS stations, Sat., 10:15-10:30 p.m. with a comedy program *Here Comes Elmer*. New show features Al Pearce and Arlene Harris as a comedy team, a quartet and an orchestra. Show is produced by William Morris Agency, New York, and placed by Roche Williams & Cleary, New York.

10% Increase Granted By Nets to Coast AFRA

WITH concessions made by both sides on minor provisions, the American Federation of Radio Artists and the major networks, after a three-day Hollywood session, signed a two-year agreement covering 11 Western states.

Providing an overall increase of 10% in all wage brackets for local and regional commercials, the schedule is retroactive to Nov. 1, subject to War Labor Board approval. AFRA receives full rehearsal pay for audition, but withdrew its demand for a straight national scale applicable to local and regionals. Working conditions follow closely along lines of the national AFRA contract recently consumated in New York [BROADCASTING, Nov. 13].

Hurlbut to Inspect Radio in Pacific

TO COORDINATE Marine battle broadcasting operations in the Pacific, 1st Lt. James W. Hurlbut, USMC, former publicity director of WJSV (now WTOP) Washington, is on his way to that theatre for an indefinite period. Lt. Hurlbut, who has been attached to the public relations division, Marine Corps headquarters, Washington, will inspect combat recording facilities throughout the Pacific.

Maj. Robert Payne and Capt. Larry Hays, former writer-producer of the *Halls of Montezuma* program, now on Marine outposts, will confer with Lt. Hurlbut in establishing recording teams to go in with assalut troops. To expedite these battle broadcasts, film, wire and Presto recorders are being sent to the field along with power units for their operation.

'Mopping Up' Recordings

RECORDINGS of "mopping up" operations on an island in the Marianas were flown to Marine Corps Headquarters in Washington last week. Sgt. Alvin M. Josephy Jr., Marine Corps Combat correspondent formerly with WOR New York, Transradio Press and OWI radio branch, made the recordings on film. Moving with the Marines as they blew up a cave harboring Japs, and tracked down the stragglers through jungles and swamps, Sgt. Josephy made a series of recordings describing the operations and catching the action on film. Also included are interviews with Marines who had encounters with some of the Japs left on the island. The recordings have been made into a 15-minute recorded broadcast.

United Fruit Campaign

UNITED FRUIT CO., Boston, Mass., last week started a 52-week campaign on the food value and care of bananas in some 40 markets, using one-minute and chain-break transcribed singing jingles, 15 times weekly, on about 150 stations. Campaign is the largest radio advertising United Fruit has undertaken to date. Plans call for a continuous increase of stations. Discs were made by Muzak Transcriptions Inc., New York. Agency is BBDO New York.

GUESTS of WTAG'S PROGRAM "WORCESTER and the WORLD"

Dr. Jan Papanek
MINISTER PLENIPOTENTIARY OF CZECHOSLOVAKIA

Dr. Henrik Kauffmann
DANISH MINISTER TO THE UNITED STATES

Mr. Paul Martin
PARLIAMENTARY ASSISTANT TO CANADIAN MINISTER OF LABOR

Mr. Harold Butler
HIS MAJESTY'S MINISTER TO THE UNITED STATES

Distinguished WORLD FIGURES
HAVE BEEN COMING TO WORCESTER

The parade continues of United Nations celebrities to Worcester. History making? Yes! By what standard? As one of the Danish representatives to WTAG's "Worcester and the World" programs, Mr. C. H. W. Hasselriis, chief of the Danish Information Office, of Friends of Denmark, Inc., summed up this already famous series of broadcasts as *the most outstanding radio presentation ever attempted by a station in this country*, to build a better understanding of the different United Nations. The press all over the world has hailed "Worcester and the World". OWI bases a number of short wave broadcasts on WTAG's weekly programs.

Mark WTAG for the calibre of its producing talents — for its far-in-front hold on the major Worcester Market as verified by high Hooper ratings. Worcester is the key to this major Central New England market, stable because of its great diversity of industry and well prepared, therefore, for reconversion to peace-time manufacturing at continued high wage earning levels. There's but one entree to this responsive, active audience, and that's from the INSIDE — through WTAG.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

BASIC CBS
580 KC
5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

In Birmingham, WAPI is the station with the PERSONALITIES

There is nothing people like more than *people*. We learned that truism a long while ago and we've built our entire program planning around it. Today, the WAPI program schedule is packed with interesting, colorful personalities. Their unusual talent and skill at entertaining, informing and helping our listeners have established even more firmly WAPI's long reputation as *the* station in Birmingham.

Live talent predominates on the WAPI local program schedule—*live* shows carefully patterned to meet the listening tastes of Alabama audiences. Shows like the *Alabama Hayloft Jamboree*, with Ralph Rogers; the *Model Electric Kitchen*, with WAPI's hostess, Delmar Bradley; the inspirational talks of Dr. Henry M. Edmonds; Jimmie Willson's *Organ Quiz*, with Stanleigh Malotte behind the console—these are all built around well-liked WAPI personalities, followed day-after-day and week-after-week by WAPI listeners.

Backing up these personalities are the fine studio facilities and production skill of the WAPI staff, pitched to the same high standards as those of the Columbia Network—whose voice in Birmingham WAPI is proud to be.

Small wonder that Alabama listeners instinctively think of WAPI as *the leader* in Birmingham radio—or that we consistently do a better job for advertisers. That's why both local and national clients show an unwavering preference for WAPI. (We're the only station in the city patronized by all six of Birmingham's biggest department stores. And national advertisers give us more spot business than any of our competitors.)

WAPI personalities, programs and reputation are ready to go to work for you. Just how well and how soon, you can find out by getting in touch with us or Radio Sales.

WAPI BIRMINGHAM

The Voice of Alabama

COLUMBIA NETWORK

Represented nationally by Radio Sales

More

EARS

More

EARS
— (per advertising dollar) — are assured on WHBQ than on any other Memphis station.

Memphis is the South's largest producer of drugs and chemicals.

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

DISCUSSING PLANS for 1945 are station representatives and executives of Westinghouse Radio Stations at their one-day advertising and promotion conference in Philadelphia. Clockwise around the table are Harry Goodwin, sales promotion manager of WBZ Boston; Lee B. Wailes, general manager of WRS Inc.; George Beckinbaugh, Guy Fry and H. T. Thompson of Gray & Rogers Adv. Agency; F. P. Nelson, manager of television and shortwave, WRS Inc.; Joseph E. Baudino, manager of KDKA Pittsburgh; Paul Mills, sales manager of WOWO Fort Wayne; B. A. McDonald, sales manager of WRS Inc.; J. M. McKibbin Jr., assistant to the vice-president of Westinghouse E & M Co.; Edmund H. Rogers, of Gray & Rogers; Frank Webb, sales manager of WBZ; Jerome B. Gray of Gray & Rogers; Wm. Y. E. Rambo, sales promotion manager of KYW; Gordon Hawkins, program supervisor and W. B. McGill, advertising manager of WRS Inc.

CKWX Joins Net

CKWX Vancouver, joined the Mutual network Dec. 1, becoming the first western Canadian regular United States network outlet. Congratulatory programs were aired over the station from MBS and Don Lee-MBS networks, and reciprocated by program from CKWX to the MBS network. While all American networks have for years been piped regularly into Ontario and Quebec stations, 21-year-old CKWX is the first Canadian station to carry American network programs in western Canada as an affiliated station. CKWX is soon to increase power to 5 kw.

REPRESENTATION in radio and other advertising by the Langendorf United Bakeries Inc., San Francisco, that it has been appointed official baker for the Dionne quintuplets and that its Holsum brand bread is part of their daily diet was charged as false in a complaint issued last week by the Federal Trade Commission.

WHOM ELIMINATING FOREIGN PROGRAMS

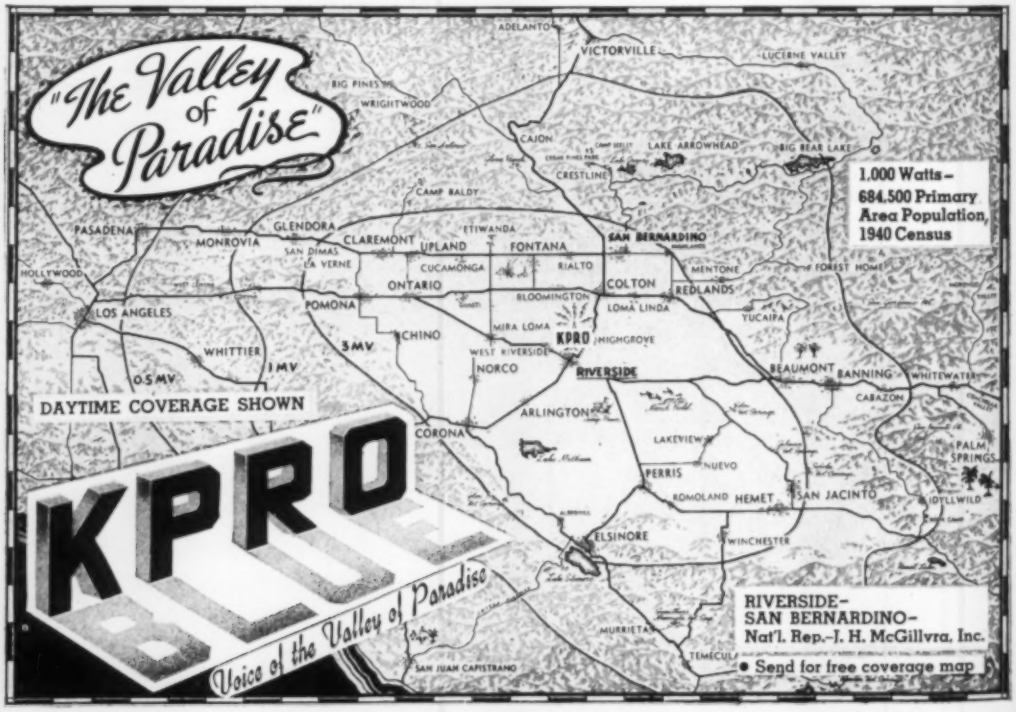
A MAJOR change in programming goes into effect at WHOM Jersey City, under the new Cowles ownership beginning today (Dec. 4) when foreign language broadcasts will be reduced from about 90% of the overall schedule to 50% as a preliminary step towards gradual elimination of all but English-language programs. The move clears the late afternoon and evening period starting at 5 p.m. for news, women's shows and musical replacements.

Main program of the early evening hours will be a two-hour *Sunset Roundup*, 6-8 p.m., featuring Lee Mortimer, columnist and amusement editor, *N. Y. Daily Mirror*; Joe Cummiskey, *PM* sports editor and columnist and Alois Havrilla, former NBC announcer.

The revamped section opens at 5 p.m. with *Buy Roads to Romance* participating program conducted by Josephine McQuillin, formerly of WJNO Palm Beach and *Woman's Home Companion*, who has been named WHOM women's director. Ronald Cochran, formerly news editor of KWK St. Louis and KRNT Des Moines, offers a news commentary 5:15 p.m. followed by Craig Holden, singer. Dale Morgan, special events director, then broadcasts *The Inquiring Microphone* from New York hotels. The 2:30-5 p.m. block will be directed to localized groups with *The Staten Island Hour* and *Jersey Caravan*. The 10:30-midnight period of swing sessions is to be changed to news and other types of programs.

KOH Joins NBC

KOH Reno will become affiliated with NBC next May 15, as a supplementary station to the Pacific Coast network, making a total of 150 NBC stations. Owned by McClatchy Broadcasting Co. of Nevada, KOH operates unlimited time on 630 kc with 1,000 w power.



ACCURACY *is Our Business*
...IN WAR...IN PEACE

LOCATING the Optical Axis of Raw Quartz above through the eye of the Conoscope, prior to preliminary cutting operation, is the First of Series of Exacting Steps in CRECO's Manufacture of Precision Crystals for War Service. CRECO applies this same Faultless Formula to any Radio-Engineering Problem that requires Utmost Accuracy . . . and CRECO is Ready Now to Process a Limited Number of Standard, FM and Television Applications.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Porter Bldg.
KANSAS CITY, MO.

International Bldg.
WASHINGTON, D. C.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

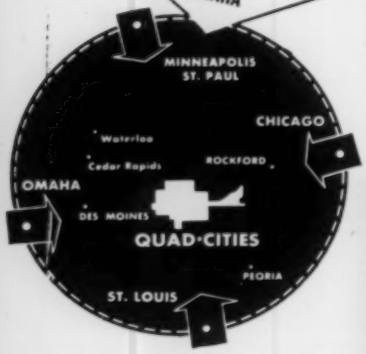
... WHEN YOU GO WEST OF CHICAGO

STOP

IN THE QUAD Cities

MORE RETAIL BUYERS than in any MARKET*

Between *MINNEAPOLIS and ST. LOUIS • *CHICAGO and OMAHA



The Quad-City market (Davenport-Bettendorf, Rock Island, Moline, and East Moline-Silvis) includes the largest concentration of retail buyers between Chicago and Omaha, and between Minneapolis-St. Paul and St. Louis. According to Hooper '43 and '44 surveys, this market of over 200,000 urban people is DELIVERED ONLY by WOC!

WOC DAVENPORT IOWA

FREE & PETERS, INC., NATL. REPRESENTATIVES

BASIC BLUE • 5,000 WATTS • 1420 Kc.

THE Business OF BROADCASTING

Paris & Peart Plans

PARIS & PEART, New York, last week secured radio options on *Father Brown*, a G. K. Chesterton character, for a proposed network series with either Walter Huston or Spencer Tracy in the title role. P&P also is preparing a network series based on Preston Sturges' "Great McGinty", possibly with Errol Flynn. Announcement as to sponsors of both programs is expected to be made shortly.

Dept. Store on KYW

STRAWBRIDGE & CLOTHIER, Philadelphia, has started sponsorship of *Harmony Hall* on KYW Philadelphia for 52 weeks. A variety program, 43 artists participate on the show which consists of classical and popular music. Chorus is under direction of Dr. Herbert J. Tily, president of the department store.

The San Francisco Radio Picture Has changed!

Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

Pheasants Awarded

HELEN GILL, timebuyer of Kenyon & Eckhardt, New York, won three pheasants last Wednesday through a drawing at the conclusion of a pheasant luncheon given the New York advertising fraternity by the combined efforts of North Dakota press, radio and outdoor advertising media and the state's Chamber of Commerce. Sponsoring group included KDLR KFYR KILO KLPM WDAY, all North Dakota, and the North Central Broadcasting System. Colored motion picture of the state's resources was shown, with comment by Ralph K. Welch, agricultural agent. Some 500 New Yorkers attended the two luncheons at the Waldorf-Astoria.

Ad Men Discuss Video

APPROXIMATELY 25 art directors of Chicago advertising agencies met Nov. 30 at WBKB Chicago to study television postwar advertising and to view four quarter-hour video shows. Harold Jensen, president of the Art Directors Club of Chicago, explained to the group that television will present many new problems when used as an advertising medium. Among them will be that of presenting 15 minutes of pictures instead of only one or two as usually are used in present advertisements.

WMOH Progress

WMOH Hamilton, O., one of the country's newest stations, during the first three months of operation carried 33 separate remote broadcasts and is now airing 26 live talent shows weekly, with many of the programs scheduled for daily broadcasts.

Bakery Sponsor

MERRITT BAKERIES, Memphis, has begun sponsorship of *Hollywood Gossip With Nan MacKenzie* twice weekly on WMPS. Program news and gossip about Hollywood personalities is written and produced by Miss MacKenzie, assistant public relations director of the station.

WBS Bonus

WORLD BROADCASTING System has distributed to stations subscribing to its music library a year-end bonus of Christmas recordings, including three narrations by Charles Laughton, actor, with musical accompaniment.

Revised Listing

BRANHAM Co., New York, station representative, has issued a revised edition of its chart listing telephone numbers and addresses covering the advertising trade.

'Master Race' Promotion

UNUSUAL use of radio is being used by RKO to promote the picture "Master Race" in Philadelphia. To create a mass attitude in the public mind that would bring the "master race" problem to the fore in advance of the picture's opening, RKO is using six 15-minute roundtable discussions on WCAU Philadelphia involving questions dealing with the "master race."

Corning Tests Three

CORNING GLASS Works, Corning, New York, two weeks ago started a market test campaign for Pyrex Ware on WIBX WAGE WFAS, using a musical variety afternoon show and two women's afternoon programs. Test will continue for 13 weeks. Agency is BBDO New York.

To Advise Industry

INDUSTRIES COUNSEL Assoc., New York, with offices at 280 Madison Avenue, was organized last week to service industry in the field of public relations, market and product research, product design, engineering analyses of plant facilities, the development of sales and distribution systems and labor relations. Rupert S. Stern, president of the firm, formerly was executive vice-president of McNeil Stern & Co., New York, public relations firm which was dissolved in 1942. Other officers include Leon Loeb, vice-president; Waldo Schraubstader, vice-president; Jean Stewart, secretary and treasurer; and Jeanne E. Ritzen, executive secretary.

Retail Session Deferred

JOINT CONFERENCE of the Store Management and Display Groups of the National Retail Dry Goods Assn., originally scheduled for Dec. 7-8 at the Barbizon-Plaza Hotel, New York, will be held instead as part of the annual four-day conference of the association, Jan. 8-12 at the Hotel Pennsylvania. As previously arranged, an entire day will be devoted to the role of television in displays.

BOSTON

Television Studio Production Facilities Are Available Now

Be Prepared

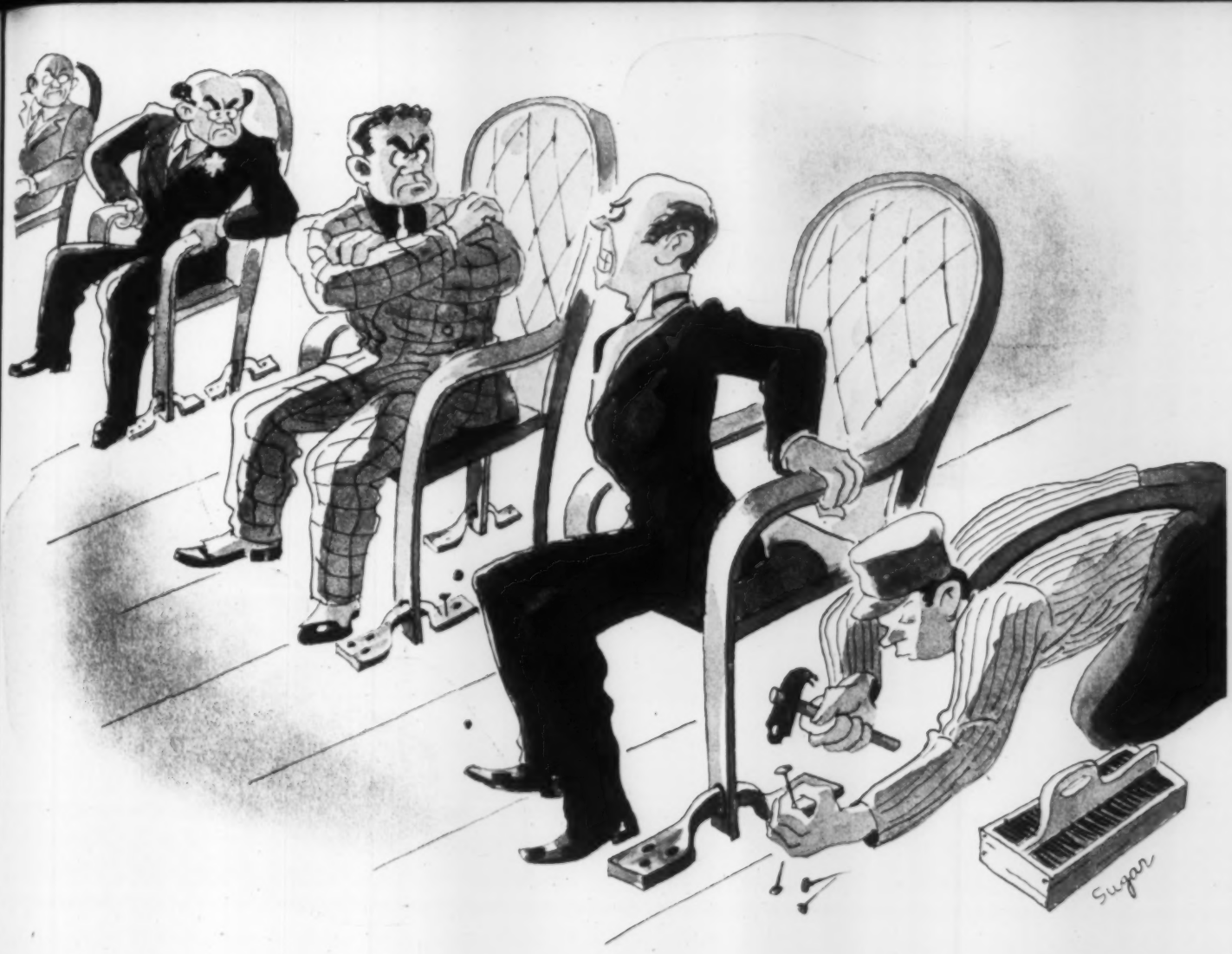
THE GENERAL TELEVISION CORPORATION

invites you to use its complete television studio and viewing room facilities for television production work Mondays through Fridays

Agencies—Learn Television Production Technique
Advertisers—Learn to adapt your product or service to the new art
Theatrical Agencies—Audition your talent now
Schools—Teach your students practical television in our studios

For studio and viewing room facilities
Phone Commonwealth 6410 - 6411
70 Brookline Avenue, Boston 15, Massachusetts

"First In New England" — *Thompson L. Guernsey, Pres.*



We keep the chairs *nailed down!*

WHN
NEW YORK
1050
50,000

Represented by
RAMBEAU

WE'VE done it out of necessity, you understand, not choice. And all because of radio's most entertaining and erudite program, *Author Meets the Critics.*

Every week* we invite the author of one of America's newest and most controversial books to the WHN studios at the Hotel Great Northern. We also invite three critics . . . not literary critics necessarily, but three people well versed in the topic of the tome. First the critics voice their opinions. After that the author has his say. And then the four of them set to it hot and heavy. That's why we had to nail down those chairs!

We could say it's all in fun, but it isn't. *Author Meets the Critics* is really a *serious literary program* . . . designed to perform a real service to WHN listeners by bringing them current opinion of current books . . . but one on which *anything* is liable to happen.

That's what makes *Author Meets the Critics* another of WHN's "programs with ideas".

**Mondays at 8:00 P. M.*

Perhaps you have wondered –

WHAT HAS "FORT INDUSTRY" TO D

A FORT INDUSTRY STATION

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!

WITH RADIO BROADCASTING?

The answer is– "MUCH!"

BACK in 1927, when new pioneers were struggling to establish broadcasting as a means of public service and a medium of effective advertising, George B. Storer and J. Harold Ryan combined courage and cash to establish Radio Station WSPD at Toledo, Ohio, as the spearhead of an important broadcasting company. In choosing a name for the new company, Messrs. Storer and Ryan selected a famous Northwestern Ohio landmark — Fort Industry.

Fort Industry is symbolic of American courage, of American progress, of American skill and of American integrity. Guarding as it did, in the pioneer days, a land rich in opportunity and garrisoned by a sturdy, courageous and honest company of fighting Americans, Fort Industry was responsible in a large measure for the phenomenal Northwestern Ohio and Southern Michigan development as it is known today.

And so the Fort Industry Company has grown because of the skill, courage and honest effort of the men and women within its ranks—grown to a seven-station organization that listeners and advertisers alike respect and support for their intelligent broadcasting service to the United States of America.

WWVA 50,000 Watts Wheeling, West Va.	**WAGA** 5,000 Watts Atlanta, Georgia	**WSPD** 5,000 Watts Toledo, Ohio
WHIZ 250 Watts Zanesville, Ohio	**WMMN** 5,000 Watts Fairmont, West Va.	**WLOK** 250 Watts Lima, Ohio

WFTL
10,000 Watts
Miami, Florida

Editorial

Caesar's Waterloo?

COULD IT be that James Caesar Petrillo's little metronome is beginning to miss a beat? The National Labor Relations Board has stopped his attempted conquest of the pancake turners. The Senate Interstate Commerce Committee has voted unanimously for an amendment to the law to check Jimmy's overlordship of cultural and educational musical broadcasts.

Congress hasn't yet touched the broader issue of Jimmy's subjugation of the recording companies and his private WPA—a new departure in management subservience. But the trend is in that direction and some labor leaders are wondering whether Jimmy has not overreached so that all labor may suffer.

The ubiquitous Jimmy is juggling a half-dozen balls at this writing, all having radio implications. The immediate text, however, is the NLRB ruling. The Board might have gone further than it did in its decision in the platter-turning jurisdictional dispute, which nevertheless is a decisive defeat for AFM.

If NBC and Blue are dissatisfied with the decision, they have themselves largely to blame. In the Chicago stations of these networks, the turntables are purposely placed in the studios so the musicians can operate them. Elsewhere (save at KMOX St. Louis) turntables are placed in control booths at network-owned stations, within easy reach of the technicians, who flip records as an incidental and routine part of their work. It is the logical and efficient kind of arrangement—used in virtually all independent stations.

It is true the networks have other fish to fry with AFM. They have learned that sad lesson in the past. When RCA-NBC and Columbia Recording sought to resist Jimmy on the recording issue, they lost out only to see their competitors, who had capitulated, get a competitive advantage. It may have been that sort of background which caused the networks to maintain their silence on the platter-turner issue.

Despite that, the NLRB ruling does toss into the ashcan Jimmy's arrogant and high-handed scheme for foisting upon all broadcasters a "make-work" project to provide jobs for 2,000 musicians who would do nothing more than turn records. It is refreshing, too, that a small independent union, the National Assn. of Broadcast Engineers & Technicians, was able, by dint of merit and logic, to call Jimmy's bluff.

The NLRB ruling, unlike the recording strike edict, should stick. The unanimous action of the Senate Committee on the Interlochen issue indicates the trend of Congressional thinking. Maybe the times are catching up with Jimmy. But these are mere pinpricks as against Jimmy's ambitious integrated plan to control all that is radio. Congress, we think, should have an integrated plan of its own—to revise the law so that the likes of Petrillo will be subject to the same statutes which govern business.

~~Eugene L. Garey~~ ~~John J. Sirica~~

TO DATE, the House Select Committee to Investigate the FCC must be recorded as the most abysmal bust of the Congressional session. It has worn out its second, and probably last, general counsel. John J. Sirica, like his predecessor, Eugene L. Garey of New York, has resigned practically on the same note—avowed refusal to "whitewash" in the WMCA transfer case. Only three of the five original members are sitting, and there have been staff changes galore.

It is hard to see where any good has come of this inquiry, which has run through $110,000 of taxpayers' funds during its nearly two-year tenure. The hearing has been abortive on both sides, with pressures from within and without. Efforts of Chairman Lea to straighten things out now have proved futile.

Any difficulties in FCC stewardship which might have been uncovered are more than offset by the acrimony, mud-slinging and bad public odor. The Committee now has decided to go underground, in executive session.

Evidently the plan now is to take testimony until this Congress adjourns prior to the Christmas holidays. Then, we assume, the Committee will issue a report, and curl up and die.

The big mistake was the effort to prosecute individual cases, pursuing a Philo Vance technique of finding where the bodies were buried. The probable answer is that there were no bodies. The Committee could have centered its inquiry upon broad issues and matters of policy; cases wherein the FCC had denied license privileges on one set of standards and granted them on precisely the same ones. It could have uncovered contradictions in FCC practices and loopholes in the law, looking toward legislation.

The House inquiry has been hexed from the start. It isn't stretching it to say that it began as a sort of personal feud between Rep. E. E. Cox, fiery Georgia Democrat, and James Lawrence Fly, equally militant FCC head. First Rep. Cox resigned as chairman of the Committee. Months later Mr. Fly resigned. Thus, the two original duelists are out of the picture.

This inquisitorial fiasco gives eloquent testimony to the futility of select committee inquiries. It gives equally eloquent support to long-pending proposals that Congress reorganize and staff itself with experts who know intimately the functions of executive agencies. The report of the Smith Committee of the House, which investigated Federal agencies, points to vague and ambiguous laws as an open invitation to the "bureaucrats".

There is the Maloney-Monroney resolution of last session, already passed by the Senate, for a bi-partisan joint committee to survey Congressional methods and recommend improvements.

That is the right tack. Members of Congress can't be experts on everything—particularly when it comes to so complicated and technical a field as radio. They should have their own experts on the permanent rolls. Only in that way can Congress, which writes the laws, keep abreast of its creatures, the executive agencies, which *should* administer them.

Our Respects To —

JAMES WAHL

THREE YEARS ago this week an announcer on KGU Honolulu ad libbed his way into history.

He is James Wahl who, on a memorable Dec. 7th, first announced to the people of the United States, over NBC, the tragic and treacherous air attack of the Japanese. He made his announcement in a seven-minute newscast, working without script. He made it, and was the only one to make it, before wartime censorship regulations were imposed, and consequently took full responsibility for deleting information which might have aided the enemy.

One can speculate that had Jim Wahl failed to consider that element of military security, the course of the war might have been changed. The Japanese might have learned, within minutes following their attack, the extent of the damage they had wrought and pressed a successful land attack against the Islands.

But Jim Wahl did not tell the whole story. He consulted Ray Coll Sr., editor of *The Honolulu Advertiser* (the newspaper which owns KGU). They agreed to eliminate from Jim's broadcast complete details and give only the minimum and obvious damages until official releases came from the Army and Navy.

Shortly after this first newscast—the newly appointed military governor ordered Hawaiian radio stations off the air. When they reopened a week later, Jim again was first on the air with a coast-to-coast hook-up. He gave the follow-up story on the bombing and the reaction of Hawaiian residents to the attack.

After the Dec. 7 broadcast, Jim Wahl became a permanent NBC staff man covering radio events from the frontier of the Pacific war. Until the spring of this year he was the network's only correspondent in the Central Pacific.

Jim is now NBC base correspondent at Pearl Harbor, combining this assignment with his regular KGU job as news editor. He interviews Pearl Harbor war workers and service men returned from Pacific battle fronts. He puts in plenty of preliminary work on his interviews whether they are with a private or an Admiral. He visits those to be interviewed several times before the broadcast date to coach them on the script. Jim wants to be sure that, to the folks back home, the participants sound natural, and not as if they were reading prepared dialog.

On Hawaiian wave length, Jim Wahl is KGU's ace announcer, and for the past eight

(*Continued on page 42*)

A MILLION DOLLARS A HEAD..*for Victory*

KOIN's growing Million Dollar Club huddles for the Big Sixth at banquet in Hotel Benson, Portland.

KOIN's Million Dollar Club members...each responsible for at least $1 Million in War Bonds...still on the job...finishing the job! Let's look at the record after 96 consecutive broadcast meetings:

1st WAR LOAN Victory Harvest—11 great SRO shows in 11 Oregon cities—makes Oregon War Bond conscious.

2nd WAR LOAN People's Payroll Party "sold" Oregon workers on value of consistent payroll savings for War Bonds.

3rd WAR LOAN KOIN Million Dollar Club originates kick-off to statewide radio network. Raises $4 million in War Bonds on special KOIN Million Dollar Day. Daily on-the-scene broadcasts builds capacity bond-buying crowds for Portland's nationally-famous "Invasion Exposition".

4th WAR LOAN KOIN Million Dollar Club again originates kick-off to statewide radio network. KOIN-CBS Day reaps $8½ million in personal pledges. Closes drive with headlined "over-the-top" broadcast from state capital.

5th WAR LOAN "D-Day Plus 1" broadcast spurs Oregon listeners to backing the Invasion with War Bonds. Special broadcast from Hood River, Oregon, saluting Million Dollar Club members who made Hood River nation's leading county in War Bond purchases.

6th WAR LOAN The KOIN Million Dollar Club membership of 220 holds pace-setting meeting of state and county chairmen and figures who organize the Sixth War Loan. Throughout the drive, the Club's Tuesday night broadcasts are again doing their part in keeping Oregon on top nationally in War Bonds!

TED GAMBLE

....National Director War Finance Division United States Treasury and Member of KOIN MILLION DOLLAR CLUB says...

"KOIN's Million Dollar Club is one of the finest War Bond radio shows on the air in this country. Week in and week out, it has brought the urgent message of war finance to the people of the Northwest. By providing the talent and absorbing the expense for a first-rate War Bond program, KOIN has set an outstanding example of patriotic service for other radio stations to follow."

This is the ear-appeal of the Million Dollar Club—KOIN's own troupe of 27 artists who beam variety, music and bond reminders to Oregon bond buyers!

KOIN

PORTLAND, OREGON

FREE & PETERS, Inc., National Representatives

CBS

IT TAKES a
C-46
to Hop the
HIMALAYAN
HUMP

IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(Continued from page 40)

years, the Shell Oil Co. has sponsored him in two daily 15-minute newscasts.

Jim has coined a phrase which has become popular in the Islands. In ending his news programs he rhymes a bit of Hawaiian and English to make a catch closing theme. An Island listener can be postive he has been listening to Wahl when he hears the familiar,

"And that's 'pau' for now."

Translated, "pau" means, "that's all, there 'ain't' no more."

Jim is really a triple-threat man in radio circles. In addition to his NBC and KGU work he is an instructor in radio broadcasting at the U. of Hawaii.

Once Dug Ditches

He broke into radio with station KOY while attending college in Phoenix, Ariz., in 1932. It was also in 1932—the depth of the depression—that Jim decided to go to Hawaii for radio work. At the time, radio in the Islands was in its infancy — both Honolulu stations were on the air only part of the day.

Jim got a job, but it wasn't in radio. He joined a local stock company which featured Leo Carrillo and Gladys George. The company's tour was short-lived, and Wahl soon found himself unemployed. He plagued the radio stations and finally saw the KGU station manager, Marion A. Mulrony. Mulrony had a full staff; so Jim left an application. He later telephoned Mulrony to say,

"If you have an opening you'll find me at the Honolulu Gas Company—I'm digging ditches for gas mains."

Two weeks later KGU put him to work and ended his ditch-digging career.

Jim's first NBC, nationwide broadcast was Hawaii's 1934 birthday greeting to President Roosevelt. Jim stood on the shore of world-famous Waikiki Beach and described a Hawaiian surfboard rider coasting over the waves to the beach.

When Wahl isn't wearing his war correspondent's uniform, a studio visitor will find him in his colorful Aloha sport shirt. His bachelor apartment, high atop Honolulu's Alewa heights, is decorated in typical Hawaiian style and overlooks the city and the blue Pacific.

Although a Californian (Jim was born in Scotia, Cal.), he has caught the Hawaiian lackadaisical spirit and yet has retained enough mainland "drive" to keep him on his toes.

When at 2:10 a.m., March 4, 1942, a lone Jap bomber decided to offer Hawaii a return engagement, Jim displayed his quick thinking and concern for wartime security. At the time, he was in the KGU newsroom completing final arrangements with NBC in San Francisco for an early morning world-wide news round-up. The plane dropped its bomb on Tantalus heights above Honolulu. With the circuit open, San Francisco heard the crash and asked what it was. Not permitted to tell what the noise really was, Jim answered casually,

"Oh, it was just the studio door slamming."

That's Hawaii's Jim Wahl, who, at 38, rapidly is becoming one of the best known men in Pacific radio. Next time you hear the inimitable "'pau' for now", you can be certain it's Jim at the "mike" in Hawaii.

ROY F. THOMPSON, general manager of WFBG Altoona, Pa., has been named president of the Altoona Kiwanis Club.

...but what happened first?
First the station's business had to be built by thorough national representation - by Weed and Company

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Personal NOTES

ROGER W. CLIPP, president of WFIL Philadelphia, is again serving as vice-chairman, Public Relations, War Finance Committee of Philadelphia, for the Sixth War Loan. **JACK STECK**, WFIL public relations director, also repeats his role as director of promotional activities for the War Finance Commttee.

FRANK E. MULLEN, NBC vice-president and general manager, has been elected vice-chairman of the National Interfraternity Conference for the coming year.

ALBERT H. SCHERB, formerly with the *Chicago Tribune* classified ad department, has joined the sales staff of WGN Chicago, replacing **JIM ANDERSON** who resigned to join Biggie Levin Productions.

JAMES S. BLOMFIELD, assistant sales manager of KDB Santa Barbara, Cal., is the father of a boy.

ART COOPER, formerly with WNAB Bridgeport, WELI New Haven, WINS New York and WIP and WHAT Philadelphia, is now local and national time salesman for WALL Middletown, N. Y.

GEORGE HENRY PAYNE, former member of the FCC and for the past several months a member of the board of Finch Telecommunications, Passaic, has been elected vice-president and chairman of the advisory board for those newspapers desiring to inaugurate facsimile in connection with their regular publications.

JACK DERUSSEY, former sales manager of KYW Philadelphia has been appointed to NBC's spot sales staff.

FRANK ROEHRENBECK, general manager of WHN New York, who sustained a broken wrist and other injuries in a fall Nov. 19 while moving from Ridgewood to Greenwood, N. J., is expected back at his desk sometime this week.

NORMAN R. GOLDMAN, former business manager of BROADCASTING, last week was promoted to a first lieutenancy in the Army Air Forces. He is assigned in the Air Communications Office, Washington.

LT. TOM DAWSON, Navy flying instructor and former sales manager of WCCO Minneapolis, visited the station last week, as also did **ENSIGN HARVEY STRUTHERS**, another former WCCO sales manager who graduated last week from Navy communications school at Harvard.

WILL WHITMORE, advertising supervisor of Western Electric Co., New York, is the father of a girl, Jean, born Oct. 30.

HENRY M. JACKSON, former manager of radio sales for CBS Chicago, and northern division sales manager of Columbia Pacific Network, has been promoted to lieutenant colonel as officer in charge, radio equipment section, Armed Forces Radio Service, Education and Information Division, Army Service Forces. He set up the AFRS expeditionary stations throughout India several months ago.

HELEN MURRAY, KPO San Francisco sales promotion director, has been awarded an honorary membership in Pi Alpha Sigma, professional advertising sorority of the U. of California.

JOHN MILTON SEROPAN, former KPO San Francisco account executive, now at sea in the Merchant Marine, is the father of a boy.

CRYSTALS
HOLLISTER CRYSTAL CO.
Boulder Colorado
QUARTZ OSCILLATORS SINCE 1927

NOW—IN ALL 48

When the United Press on the first of the month started service to stations in Arizona, it became the first agency to supply radio news to all 48 states.

This is in key with the primacy and consistent advancement which have distinguished the record of United Press since it entered the radio field in 1935, the first major news service to do so. Every month since then its list of clients has increased. Today, both in the United States and abroad, U. P. supplies news to more stations than do all other agencies combined. First to start, U. P. is still, and more clearly than ever, first in its field.

Why this is so is shown in a new catalogue of the U. P. radio news service, including its many sparkling features. If you would like a copy, just ask the nearest U. P. bureau —giving your name and position in your company—or notify United Press headquarters, 220 East 42nd Street, New York 17, N. Y.

UNITED PRESS RADIO NEWS

UNITED PRESS RADIO NEWS

Mowrey Named Blue Supervisor of Television

PAUL B. MOWREY, formerly assistant to Worthington Minor, CBS television manager, has been named supervisor of television of the Blue, the appointment marking the network's first move towards setting up administrative personnel to carry out its previously announced plans to enter the television field. Mr. Mowrey's activities for the present will be concerned with survey and operational work. He will report to Hubell Robinson Jr., vice-president in charge of programs and production.

Mr. Mowrey had been with CBS since 1939, when he joined the network as studio assistant. He was transferred to sound effects in 1942 and the following year became a program director at WABC, CBS New York outlet. Last July he was named assistant to Mr. Minor and left CBS last October.

BEHIND the MIKE

PAUL MANNING, news reporter of WOR New York, will return to the European area sometime in December, continuing from there his regular Sunday WOR broadcasts for Sperry Corp., New York.

JACK SKINNER, formerly with the NBC and CBS press departments, last week joined Mutual as assistant to **JIM O'BRYON,** publicity director. Mr. Skinner, who has served as newspaper and magazine writer as well as radio publicist, recently returned from maneuvers with the N. Y. Guard where he served as assistant public relations officer and military policy-intelligence instructor.

GENE HAMILTON has returned to the Blue announcing staff, having received a medical discharge from the Army.

MARGARET W. SIMPSON, continuity editor of WWNC Asheville, N. C., is making a tour of western North Carolina high schools, addressing senior classes on "Training for Radio".

HUGH CONOVER, freelance announcer handling *Right to Happiness* on NBC and *Life Can Be Beautiful* on CBS, both sponsored by Procter & Gamble, has entered the armed forces.

SANFORD MEISNER, former assistant director of Television Workshop and a Broadway producer for ten years, has been named associate producer of the Workshop, in charge of all production activity, including dramatic work and out-of-town tours. He succeeds Tony Ferreira, who has resigned to devote his time to freelance producing and directing.

HELEN FARRELL MOUNT, for eight years secretary to C. Lloyd Egner, head of NBC's Radio Recording Division, has returned to radio after three year's absence, as executive secretary of the Radio Directors Guild, New York.

BILL SHERMAN, former announcer and publicity director of WLAW Lawrence, Mass., and with WEEI Boston, has joined the announcing staff of WAAT Newark, N. J. Station has also added to its announcing staff **HY DERWIN,** formerly of WOLF Syracuse.

FRED RAPHAEL, program director of WHN New York for years and head of MGM's eastern music department, resigns both posts Dec. 15 to move to Los Angeles, where he will represent Shapiro Bernstein & Co., and a group of eastern music companies to sell synchronization rights to the publishers tunes.

Now Lt. Col. Boardman

MAJ. TRUE BOARDMAN, formerly with KHJ Los Angeles and the CBS *Silver Theatre* writer, last week was promoted to lieutenant colonel. Col. Boardman is with the Armed Forces Radio Service, Army Service Forces. He has been instrumental in arranging AFRS radio operations in the Caribbean, Alaska, the Northwestern Service Command and stations on the Gilberts and Marshalls in the Pacific.

BUD MEYER, former newscaster of KLZ Denver; **NEWELL McMAHON,** former newspaper reporter; **BARBARA CAREY,** previously with the Visalia (Cal.) *Times-Delta,* and **JANE BACHTELBERG** have been added to the newsroom staff of KPO San Francisco. Other new members include **INA SHIPLEY** and **TOM FLYNN.** Staff is headed by **CHARLES COONEY.**

JOHN S. MacKERCHER, program director-production manager of WMMN Fairmont, W. Va., has joined the production department of WMAL Washington. **ALBERT LEITCH** of the WTOP Washington news staff will be an editor-commentator on WMAL Washington.

MILES OLSEN, WKZO Kalamazoo announcer, is the father of a girl.

RHODA FRIEDMAN of WRRN Warren, O., has been made assistant to the continuity director of WJW Cleveland. **ROBIN RUSSELL,** actress and writer, has started her first show over WJW as director of women's activities.

HUBERT MITCHELL of KLRA Little Rock, Ark. and **EARL SUCCO** of KGGM Albuquerque have joined the announcing staff of WMPS Memphis.

ED PHILLIPS has been added to the announcing staff of KGVO Missoula, Mont.

FRED DARWIN of WPEN Philadelphia is now on the announcing staff of WAAB Worcester, Mass.

HAL KNUTSON, former announcer at KOTA Rapid City, S. D., has been released by the Army and has rejoined the station's announcing staff. **JOHN SIMPSON,** from the Beck School for Radio, Minneapolis, is a new member of the KOTA announcing staff.

CHARLES SEBASTIAN, former announcer of KSCJ Sioux City, Ia., and news editor of WHBF Rock Island, Ill., has joined the announcing staff of WLS Chicago.

TANNIS MURRAY has joined the Canadian Broadcasting Corp. talks and public affairs department at Toronto.

GEORGE FLEMING, former scriptwriter for Trans-American Radio and Television Corp., and freelance writer, has joined the publicity department of the Blue Network.

JACK BANNER, former publicity director of WNEW New York, now assistant public relations officer for the U. S. Maritime Service, has been promoted to Lt. Commander. He has been transferred for two months from Washington to New York where he is assisting in the reorganization of the public relations setup of the USMS.

OLIVER DANIEL, producer of musical programs at CBS, will join the Blue shortly as a producer, his assignments to include the Boston Symphony program.

RANDY MEBANE, for two years assistant to **IRWIN ROBINSON** director of public relations, War Advertising Council, has rejoined the CBS promotion department on the staff of **THOMAS D. CONNOLLY,** manager of station promotion and merchandising.

JUDY and **BETTY GREENE** have joined the WALL Middletown, N. Y. news staff and announcing-control staff respectively.

DON DURBIN is a new addition to the announcing staff of KWK St. Louis.

TOM MEANS has been appointed director of publicity and promotion for WOL Washington. He formerly had been associated with WCSC Charleston, S. C. and with CBS, serving as assistant to **DICK DORRANCE,** sale promotion director for CBS O&O stations.

ARTHUR REILLY, ROBERT PARKER, MAJ. JAMES E. EDMONDS and **JACK BEALL,** WLW Cincinnati news analysts, all members of the station's *World Front* panel, are making personal appearances at a number of public discussions in the WLW four-state area.

DOUG NIXON of CBR Vancouver has transferred from the newsroom to the production department to handle talks. **PAT LEWIS** has joined the CBR news staff.

JOE McCAULEY, announcer of WIP Philadelphia, is the father of a boy.

(*Continued on page 48*)

GUY LOMBARDO

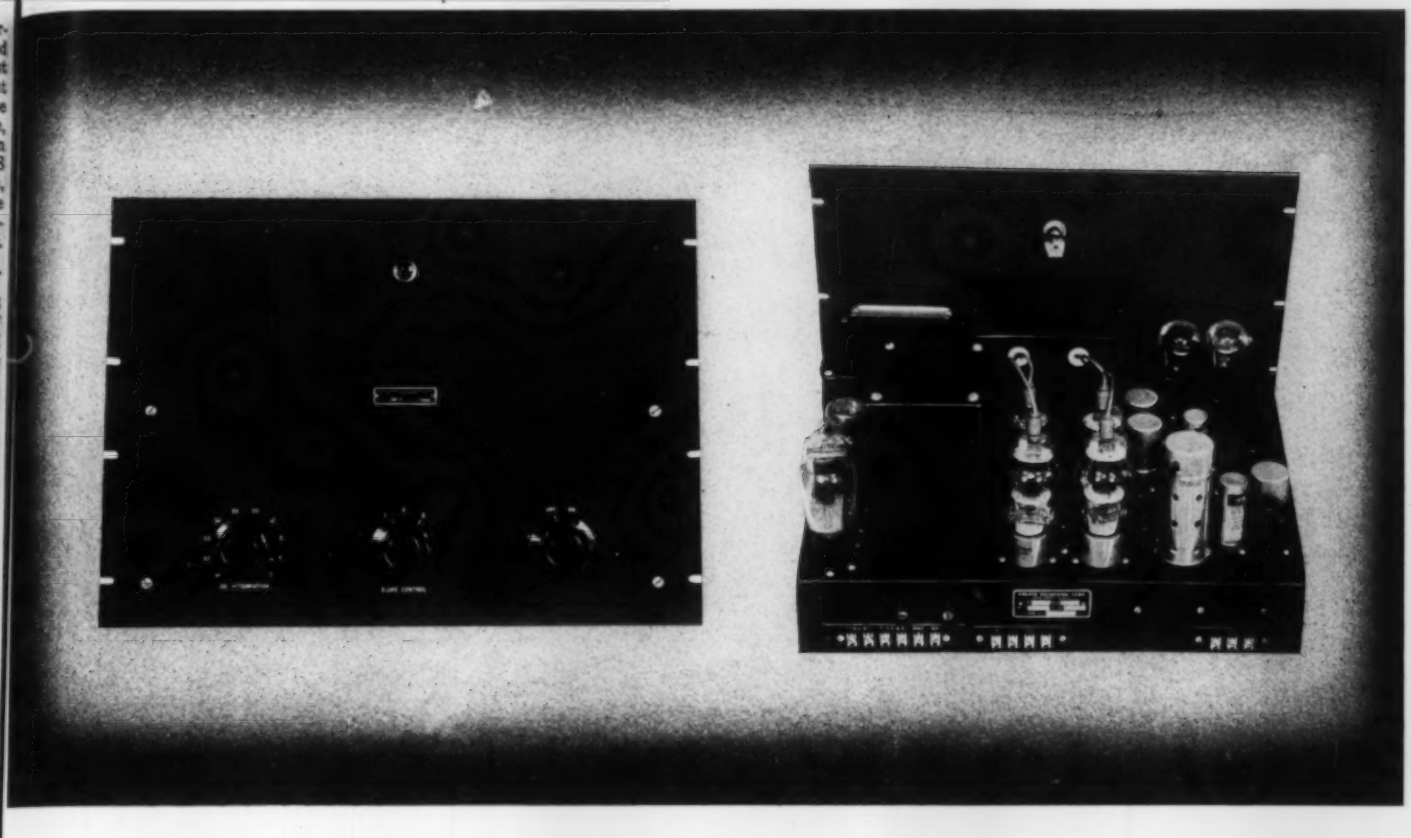
The accolade of "the sweetest music this side of heaven" has justly been given the Lombardo group. The Royal Canadians, subscribing to the playing of popular music in a slow, unobstrusive manner, have recorded many BMI-licensed tunes. Featured with the band are Carmen Lombardo and Rose Marie Lombardo.

NUMBER 10 LULLABY LANE	Dec 3699
I DON'T WANT TO SET THE WORLD ON FIRE	Dec 3999
POPOCATEPETL	Dec 4087
DEEP IN THE HEART OF TEXAS	Dec 4264
HOW DO I KNOW IT'S REAL	Dec 4199

These are but five of the many BMI-licensed titles recorded by Lombardo

BMI

NEW YORK CHICAGO HOLLYWOOD



You Can Buy This Amplifier TODAY

Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

Here is a piece of equipment that will make a vast improvement in the quality of your instantaneous recordings. And it can be delivered to you promptly.

It is the Presto 88-A amplifier, designed especially for use with Presto 1-C and similar high fidelity cutting heads.

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feed back circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s. $\pm$ 1 db. (2) NBC orthacoustic recording response. (3) World-AMP lateral recording response.

Designed for relay rack mounting; panel height 14"; input, 500 ohms; output, optional, 15 ohms or 500 ohms; gain, maximum, 85 db. Shipment 4 to 5 weeks after receipt of order placed with your electronic distributor.

Buy Bonds. Keep on Buying.
Keep 'Em Flying.

PRESTO RECORDING CORPORATION
242 WEST 55th STREET, NEW YORK 19, N.Y., U.S.A.
Walter P. Downs Ltd., in Canada

Announcing

the limited presentation edition of the mural wall chart

THE STORY OF ADVERTISING IS THE STORY OF HUMAN PROGRESS

PUBLISHED BY STANDARD RATE & DATA SERVICE
IN COMMEMORATION OF ITS SILVER ANNIVERSARY

1919 • 1944

Advertising is more than a profession;
it is more than an art;
it is a service to mankind.

TO MARK the 25th anniversary of *Standard Rate & Data Service*, we have sought to portray this conception of advertising in graphic and historic form which will serve as a permanent record of the part played by advertising . . . especially American advertising . . . in world progress.

By adopting this decorative wall chart design, in which art, romance and history, science and trade are interwoven, we believe the facts have been set forth in a way to interest the greatest number of people and to impress upon them the vital importance of advertising in the American Way of Life.

E. Willis Jones, nationally known art director and authority on typographic design, was commissioned to design and to collaborate in the production of the chart. The handsome mural-like illustrations were created by the artist, Joseph Feher, widely known for his ability to combine decorative effect with clarity of detail. The "story" was provided by Alexander McQueen, long a student of the romance of advertising, who scanned the records of five hundred years and almost a thousand books in many languages.

The thorough research, experimental designs and production took almost a year.

One of the many interesting aspects of the chart is the presence of famous names in history connected with advertising's early days. Shakespeare, Franklin, Washington, Paul Revere, P. T. Barnum, James Whitcomb Riley and many others played a part in the cavalcade of human progress portrayed in "The Story of Advertising."

The chart is organized into seven eras beginning about 1400, and is arranged to help the reader note advertising's relationship to progress in transportation, freedom of the press, advances in science and invention, progress in national education, and a wealth of other interesting facts.

THE STORY OF Advertising
In every age and land—notably in our own—advertising has led to the enjoyment of more of the good things of life by more of the people. Here chronicled in pictures and in words are signs of progress through five hundred years. Advertising events charted above — World events for each period below.
1400
1750
1850
1875
1900
1910
1925
1945
IS THE STORY OF HUMAN Progress
PUBLISHED BY
STANDARD RATE AND DATA SERVICE
AND PRESENTED
IN COMMEMORATION OF
TWENTY-FIVE YEARS OF SERVICE
TO AMERICAN BUSINESS
1919 · 1944

Actual size of the chart is 25¼ x 24¼ inches. Printed in 4 special colors and black.

GIFT COPIES *of this limited edition are now being sent to STANDARD RATE & DATA SERVICE subscribers and advertisers. A gift copy will also be mailed to any advertising or media executive whose request is received before our limited reserve supply is exhausted.*

OTHER COPIES. *Standard Rate & Data Service* has published this special limited edition as a 25th anniversary gift presentation to its subscribers and advertisers.

It was early indicated that this limited edition would be insufficient to take care of an unknown, but probably large number of requests for extra copies and also to meet the demand for the chart which would exist among large groups outside *Standard Rate & Data's* field but who are allied with, or otherwise interested in advertising.

To make additional copies available to anyone who might desire them at a nominal price, another edition was printed simultaneously. That edition, together with all distribution rights, has been turned over to the chart's designer, E. Willis Jones, 75 E. Wacker Drive, Chicago, who will place it on sale in leading bookstores.

Standard Rate & Data Service will not benefit financially in any way from this extra distribution. It will however, in company with all in the advertising business, benefit greatly through the increased interest and appreciation of advertising which it is hoped this general distribution of the chart will accomplish.

(*Continued from page 44*)

TOM STONE, freelance writer and producer, has joined WPTF Raleigh as radio consultant.

DOROTHY KEPPLER, traffic manager formerly with Campbell-Ewald Adv. Agency, **EDITH COOPER**, secretary to the assistant manager and promotion manager; **GARY ALLEN** of the WOC Davenport announcing staff; and **TOMMY MORTON**, announcer, have joined the staff of WPDQ Jacksonville.

DON BENNETT, announcer of KYW Philadelphia, has been named radio director of the U. of Pennsylvania Museum.

GEORGE TOMLINSON, former announcer with WOPI Bristol, Tenn. and WHLN Harlan, Ky., has joined WDRC Hartford as announcer.

LT. ARTHUR KURLAN, former radio writer and director in New York and Hollywood, is now attached to the Radio Section, Office of Public Relations, Navy Dept. **ED COOK**, Memphis Little Theatre actor, has been added to the announcing staff of WHBQ Memphis. Three other announcers, released by the Army, who have returned to WHBQ are **G G. (Gus) DUHAMEL**, **ALFRED KERR** and **GENE TYLER**.

Robert Hamelton Howell

ROBERT HAMELTON HOWELL, 39, scriptwriter, died of a heart attack in New York Nov. 23. Mr. Howell was the son-in-law of Tom Howard, m.c. of *It Pays to Be Ignorant* on CBS for Philip Morris & Co. Program was originated and written by Mr. Howell and his wife, who also wrote Sammy Kaye's *Tangee Serenade*, sponsored on the Blue by Geo. W. Luft Co. Mr. Howell is survived by his wife.

NICK ALLEN, former bureau manager of KMO Tacoma, and **BOB LEVIN**, former advertising manager of H. S. Crocker Co., San Francisco, are new staff writers in the KGO-Blue San Francisco newsroom.

FLETCHER AUSTIN, formerly of WBT Charlotte, has been commissioned a lieutenant in the Civil Air Patrol.

PAMLA HAMILTON has been appointed continuity editor of KLZ Denver replacing **BARBARA PETERS** who has joined the writing staff. **GLENN BROMMELL** of KVOR Colorado Springs, has joined the KLZ announcing staff.

DICK JOY, with medical discharge from U. S. Navy, has re-joined Blue Hollywood as announcer and is assigned to *Heidi Time for Hires.*

WEBB WITMER, announcer of KPO San Francisco, is the father of a girl.

STU MAN, former sports editor of WDGY Minneapolis, has joined WLOL Minneapolis. **JEANNE KIMBALL**, formerly with KYSM Mankato, Minn. and WDGY Minneapolis, has joined the WLOL sales and promotion department. **DARYL LAUB** has been added to the announcing staff.

WALTER CONWAY, assistant sales promotion manager for NBC central division, has resigned effective Dec. 1 to join Esquire Inc., Chicago, as radio director.

WATSON HUMPHREY, former production manager of KGO San Francisco, has been shifted to Blue Hollywood production staff. **DAVE DRUMMOND**, former network Hollywood producer, has assumed Mr. Humphrey's duties.

ANN ERICKSON, former program and continuity director at WHAI Greenfield Mass. has joined NBC New York, to handle contact and research on the *Home Is What You Make It* series. **ROSS MILLER**, chief announcer, succeeds her at WHAI. Newest addition to the WHAI announcing staff is **BETTY CRAIG**, graduate of Leland Powers School, Boston, who has done graduate dramatic work at WEEI Boston for three years.

DICK BRONSON, chief announcer at WHTD Hartford for two years, has been named program director. **BARBARA HEINZ**, former traffic manager of the station, will assist him. **BOB MOONEY**, radio director for the Connecticut War Finance Committee, will be promotion manager of WHTD.

SAM CAREY has been promoted from production supervisor to production manager of WRVA Richmond. **MRS. JOHN D. RAIDABAUGH**, until recently publicity director of WDNC Durham, N. C., has joined WRVA in a similar capacity.

LOU COLE, program director of WWRL Woodside, Long Island, has been appointed director of the station's foreign language programs, and is replaced by **BOB MANN**, formerly on the announcing staff. **DICK JESSEN**, formerly of WFBR Baltimore, has joined the WWRL announcing staff.

Murray Adds Four

ARTHUR MURRAY School of Dancing, New York, with 42 local branches throughout the country, on Dec. 3 added WENR WAAF WCFL and WBBM Chicago to an expanding list of 22 station promoting local classes and dancing instruction by mail. Under the supervision of Huber Hoge & Sons, New York, Murray branch managers for the first time are placing their own advertising, using one-minute live and transcribed spot announcements, five-minute and quarter-hour musical participating programs at varying intervals throughout the week.

first in POPULAR APPEAL AND PRESTIGE

Biggest audiences offer biggest sales opportunities... and WRC's prestige in the *minds* of listeners provides an extra sales push.

and its been True for 21 years... continuously!

WRC

REPRESENTED BY NBC SPOT SALES

Washington

BEAUMONT MEANS BUSINESS!

● Oil Refining, Synthetic Rubber, Lumber Milling, Food Canning, Ship Building, Oil Field Tools, Steel and Iron Works, and Rice Milling are among the many important industries which have helped make Beaumont and the Sabine area of Texas a prosperous market of well over 250,000 people. Here, in the counties of Jefferson and Orange, are over 500,000 hands well-filled with currency . . . ready to reach for your product if your advertising reaches their receptive minds. KFDM is the major network station which gives you complete coverage and penetration of this rich market. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this section. Ask for the facts today.

KFDM

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

REPRESENTED BY TAYLOR-HOWE-SNOWDEN RADIO SALES

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

PAPPY HOWARD AVAILABLE

For a spot schedule in Connecticut, use the Nutmeg State's favorite "hill billy" band—Pappy Howard and his Connecticut Kernels. On Monday thru Saturday, 7 to 7:30 a.m. 1-minute participations or blocs of time. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

"The Woman of Tomorrow" ...SELLS YOUR PRODUCTS TODAY!

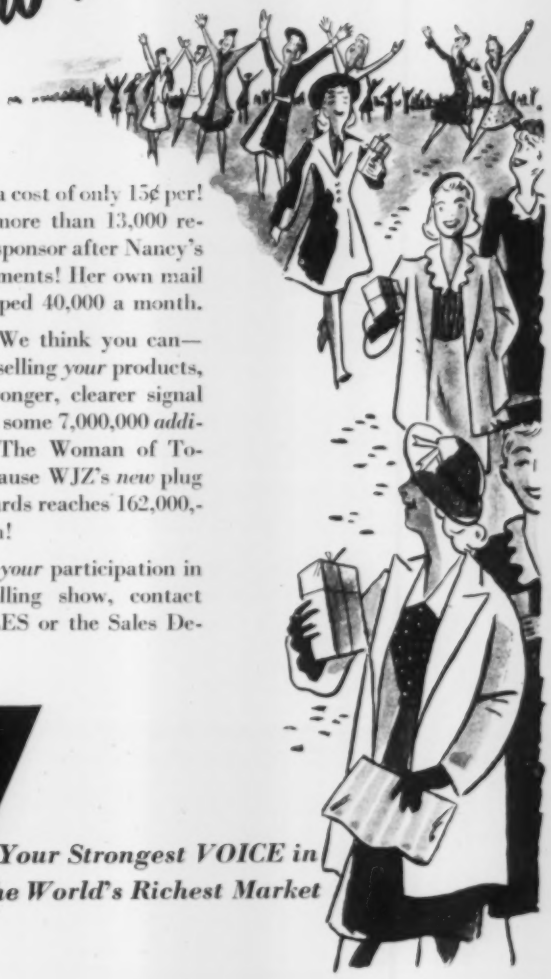
Nancy Craig, WJZ's "Woman of Tomorrow," sure sells the women of today —everything from hosiery to postwar kitchens! Currently selling for a list of participants that includes B. Altman, leading New York Fifth Avenue department store; Berkshire Hosiery; Minwax; Hercules household products and others, Nancy has built sales for more than fifty sponsors in her six years on WJZ. And here's what they say about her:

"..consider her our top salesman.."
"..a privilege to have her as a spokesman.."
"..the response was really overwhelming.."

In a recent offer of a free booklet describing tomorrow's kitchens, Nancy pulled inquiries at a cost of only 15¢ per! In another offer, more than 13,000 requests swamped a sponsor after Nancy's first few announcements! Her own mail has frequently topped 40,000 a month.

Can you beat it? We think you can—with Nancy Craig selling *your* products, because WJZ's stronger, clearer signal now raps louder on some 7,000,000 *additional* doors for "The Woman of Tomorrow!" And because WJZ's *new* plug with subway car cards reaches 162,000,000 riders a month!

For full details on *your* participation in Nancy Craig's selling show, contact BLUE SPOT SALES or the Sales Department of



KEY STATION OF THE BLUE NETWORK

WJZ

770 On Your Dial

Your Strongest VOICE in the World's Richest Market

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

KENNETH E. MOORE, former advertising manager of Flintkote Co., has joined Fuller & Smith & Ross, New York, as account executive.

MYRON ELGES, for the past five months account executive of Hillman-Shane-Breyer, Los Angeles agency, has re-joined Blue Hollywood in a similar capacity. He replaces GENE GRANT, resigned.

AL RINKER, Hollywood producer of the Biow Co., is the father of a girl.

LOU JACKOBSON, former staff producer at WGN Chicago and freelance producer, joins J. Walter Thompson Co., Chicago, to handle local productions.

MARGARET GREENAMYER, former production manager of Fogarty-Phelps Adv., Chicago, is now with Goldman & Gross, Chicago.

LIA V. VARRELL, former executive assistant to the advertising manager of Sterling Products, International Division, Newark, is now with National Export Adv., New York, as account executive.

DOROTHY LAWRENCE, copywriter formerly of Kenyon & Eckhardt, New York, has joined McCann-Erickson, New York, where she will handle food copy.

CLIFFORD LUBKERT has rejoined McCann-Erickson, New York, as radio producer, following honorable discharge from the Army. While in service he completed advanced communications courses.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.
AIR TRANSPORTATION IN
MISSISSIPPI
Five new intrastate applications for post-war airlines have been filed with the Mississippi Public Service Commission.
This assures industry, business and pleasure in every Mississippi community rapid, efficient air transportation after the war.
But in the air TODAY is WJDX—the voice of Mississippi—now serving industry, business and pleasure!
• • • •
For Maximum Results in Mississippi—now and after-the-war—include WJDX—Mississippi's DOMINANT sales force!
Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

BREAKFAST PREMIERE of NBC *Albers Homemakers Hour* found this sponsor-agency-network sextet in high good humor after initial broadcast. Albers Bros. Milling Co., Seattle, sponsors five-weekly series on NBC Pacific stations. Program enthusiasts (l to r) are Sidney N. Strotz, NBC western division vice-president; E. B. Walberg, district sales manager for Albers Bros. Milling Co.; Don Belding, board chairman and Los Angeles manager of Foote, Cone & Belding; Bert Izzard, Richard McKee, advertising manager and vice-president, respectively, of milling firm; Elliott Boggart, San Francisco account executive of FC&B.

JAMES SHELDON, formerly of the Blue production staff has joined MacFarland, Aveyard & Co., New York, as writer and director. His writing assignments will include the *The Listening Post*, sponsored by the *Saturday Evening Post* on the Blue.

JOHN W. DARR, former vice-president and managing director of the Institute of Public Relations Inc., New York, has been elected president of the institute, succeeding the late Bernard Lichtenberg. Previously Mr. Darr was a vice-president and director of public relations of Commercial Investment Trust Corp., New York. No successor has been named for Mr. Darr as yet.

JAMES D. ALBERGE, former assistant professor of English at Fordham U., has been appointed assistant account executive and copy writer at Donahue & Coe, New York.

DUNCAN N. MORRIS, formerly of the Montreal offices of J. J. Gibbons Ltd., and Ronalds Adv. Agency, has joined the Montreal office of Cockfield Brown & Co.

JACK SMOCK, Los Angeles executive of Foote, Cone & Belding on the Union Oil Co. account, has been named an agency vice-president.

DON CLARK, for the past two years Hollywood producer of Ruthrauff & Ryan, has joined BBDO as Hollywood supervising producer.

DOROTHY CARLSON, who formerly did timebuying and script work for William H. Weintraub & Co., New York, has joined Sterling Adv., New York, as assistant radio director. She also has been associated with the Biow Co., New York, in a timebuying and production capacity.

ALEXANDER (Sandy) STRONACH, with Young & Rubicam, New York since 1938 has been named talent supervisor of the radio department, reporting to Joe Moran, executive head of the talent department.

TOM FIZDALE Inc., publicity and public relations firm, last week moved its main offices from 485 Madison Ave., New York to larger space in the Lincoln Bldg., 60 East 42nd St. (New York 17). Telephone is Murray Hill 2-6560.

NBC for the eighteenth consecutive year will broadcast play-by-play account of annual Rose Bowl football game from Pasadena, Cal., on Jan. 1. Bill Stern is sportscaster.

New York Merger

DORLAND INTERNATIONAL and Pettingell & Fenton, New York, last week merged into an agency handling domestic and export advertising, concentrating on the latter. New firm, with headquarters at 247 Park Ave., New York, has 44 foreign offices and branches. Newly-elected officers of Dorland International-Pettingell & Fenton, include Howard S. Hadden, chairman of the board; Atherton Pettingell, president; Fleur Fenton, executive vice-president; Walter S. Maas, executive vice-president; Charles B. Strauss, vice-president; Arthur F. Connolly, vice-president; Esther K. Fagan, treasurer and Mary Zales, secretary. Included among the accounts are A. S. Beck Shoe Co., New York, and the export advertising of E. R. Squibb & Sons (dental cream) and American Safety Razor Corp., Brooklyn. Telephone is Eldorado 5-2685.

Byron Keating

BYRON KEATING, 59, president of the Cincinnati advertising agency bearing his name, died of a heart attack Nov. 24 at his summer home near Glyndon Springs, Minn., where he had gone for a brief vacation. In Cincinnati, Harold Klaus, vice-president of the Byron Keating Co., said there was no immediate statement on the future of the agency, since its control had rested solely with the founder. Mr. Keating, whose 35-year career in advertising included service with Lord & Thomas, founded the agency two months ago. There are no immediate survivors.

KORN KOBBLERS
RADIO'S LONGEST LIST OF SATISFIED SPONSORS:
Nolde's Bread ... WRVA
Carrier's Bread ... WJHL
Kew-Bee Bread ... WHIS
Hi-Class Bread ... WEOA
Rubel's Bread ... WKRC
Bangor Bread ... WLBZ
(TO BE CONTINUED)
FROM THE HOUSE OF HITS
FREDERIC W. ZIV COMPANY
2436 READING RD. CINCINNATI, OHIO
NEW YORK HOLLYWOOD

ESMERALDA COPE HAS TWO JOBS . . .

Esmeralda Cope is one of many hundreds of women workers in the Detrola Radio Division who now are building land mine detectors, FM signal generators and other electronic war equipment. This job continues until Victory. But without detracting from this primary task, many of these workers are being acquainted also with their post-war assignments on the same production lines. Thus they will be ready to build hundreds of thousands of fine radio receivers, automatic record changers, television receivers and other products to enrich the life of a world at peace. Yes, Esmeralda Cope has two jobs. And International Detrola's creed of highest quality rules them both.

BUY WAR BONDS TILL VICTORY

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN dr PRESIDENT

WJAC
JOHNSTOWN

NBC

WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

POINTING THE WAY TO *Greater Sales*

WHDH

BOSTON'S BLUE NETWORK *Plus* STATION

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

Radio Advertisers

MAISON BLANCHE Co., large New Orleans department store, on Nov. 20 started sponsoring *Famous Stories—Under the Maison Blanche Christmas Tree*, Monday, Wednesday and Friday, 4:45-5 p.m. on WWL New Orleans. Programs will consist of such Yuletide stories as "The Cratchits' Christmas Dinner," by Dickens, Rachel Field's "All Through the House," and "The Fir Tree" by Hans Christian Andersen. Narrator is Deane Long. WWL production manager, and local child stars are Buddy Rodrigue and Betty Miller. Virginia Freret, of the WWL production department, adapts the world celebrated stories.

PURITY BAKERY Corp., Chicago, effective Dec. 11 renews participation of *Record Reveille*, on WGN Chicago, Mon. thru Sat. Contract for 13 weeks was placed by Campbell-Mithun, Minneapolis.

DURKEE FAMOUS FOODS, Chicago, on Dec. 11 will begin sponsorship of the quarter-hour cooperative Mutual show featuring Cedric Foster, commentator, on WGN Chicago. Agency is C. Wendel Muench & Co., Chicago.

UNIVERSAL ENTERPRISES, Los Angeles (Standard Brand paints), on Nov. 26 started weekly newscast on KECA Los Angeles. Contract is for 40 weeks, thru Adolphe Wenland Adv., Los Angeles.

HAIMOFF JEWELERS, Los Angeles, in a pre-Christmas campaign has started weekly half-hour recorded *Musical Gems* on KFAC Los Angeles. Contract is for five weeks. Adolphe Wenland Adv., Los Angeles, has the account.

LOMA LINDA FOOD Co., Arlington, Cal. (food products), has appointed Elwood J. Robinson Adv., Los Angeles, to handle advertising. Plans call for radio.

SANITARIUM REGISTRY, Los Angeles (professional service agency), new to radio, on Nov. 28 started a weekly quarter-hour recorded musical program on KMPC Hollywood. Contract is for 13 weeks. Agency is Alice Walsh Co., Los Angeles.

LAURA SCUDDER Food Products Inc., Monterey Park, Cal. (peanut butter), in a 13-week campaign which started in late November is using an approximate total of 150 live announcements weekly on 16 California stations. List includes KFI KECA KHJ KFSD KPAS KPRO KVOE KRMS KERN KFRE KMJ KLX KQW KGO KWG KFBK. Agency is Davis & Beaven Adv., Los Angeles.

CARSON, PIRIE SCOTT & Co., Chicago, effective Dec. 3 renewed sponsorship of its quarter-hour *Distinguished Guest Hour*, Sunday on WGN Chicago. The 44-week contract was placed by Smith, Benson & McClure, Chicago.

CHAMBERLAIN Sales Corp., Des Moines (hand lotion), has appointed BBDO, Chicago, to handle advertising campaign. Firm on Dec. 1 was to start four-week announcements in 100 markets.

IDAHO Canning Co., Boise, Ida., is sponsoring *Sun Valley Lodge Party* on KIDO Boise in behalf of Idaho prunes, corn and peas. Entirely mythical, program uses transcriptions of screen personalities who presumably stop off at the lodge and "entertain." Program is heard Monday through Friday 9:15-9:30 a.m. Contract is for 52 weeks.

GENERAL FOODS Corp., New York, has appointed Benton & Bowles, New York, to handle advertising for Yuban Coffee. Spot radio has been used from time to time. Future media plans have not yet been formulated.

TRADE SALES Division of Interchemical Corp., Fairlawn, N. J., has appointed Sherman K. Ellis & Co., New York, to handle advertising for Setfast Canvas Paint and Mil-Du-Rid. Media plans include spot radio, to begin soon.

G. W. ONTHANK Co., Des Moines, has appointed George P. Buente Inc., New York, to handle eastern advertising for waxes and polishes. Campaign using newspapers and spot announcements on New York stations will begin soon. Guenther-Bradford & Co., Chicago, handles midwest and western advertising.

FELIX M. COSTE, vice-president in charge of advertising of Coca-Cola Co., New York, has moved his New York office from 60 East 42nd St., to other Coca-Cola offices at 515 Madison Ave.

DAWES PRODUCTS Co., Chicago, and its subsidiaries, Alaska Fish Oil Extractors and Dawes Vitamelk Co., have appointed Western Adv. Agency, Chicago, to handle their advertising. Radio may be used.

DECORATIVE CABINET Corp., New York, Dec. 11 starts promotion of E-Z DO Cabinets through Grey Adv., New York, using weekly women's participating programs on stations in some 12 markets throughout the country. Plans call for an expansion of station list, with newspaper and magazine advertising supplementing radio advertising.

ATLANTIC COAL Co., of Boston (Glen Burn anthracite) will sponsor starting December 3 mystery series *Bulldog Drummond* over WNAC Boston and the Yankee Network. Agency is John C. Dowd Inc., Boston.

THE SHEPARD Stores, Providence, has assumed local sponsorship of the Yankee Network program *The Answer Man* on WEAN Providence. Quarter-hour show is heard Monday thru Saturday.

HOLLERS CONCENTRATED Beverages, Miami, Fla., has appointed Prosk & Bruce, Los Angeles, as Pacific Coast representative. Radio will be used in Los Angeles area. Davis & Beaven, Los Angeles, is agency.

H. WENGEL Tent & Duck Co., St. Louis (Ranch water bags), has appointed Simmonds & Simmonds, Chicago, to handle advertising. Radio is being considered. Account was formerly handled by Anfenger Adv., St. Louis.

T. EATON Co., Toronto (national chain department stores), has started daily French-language Christmas quarter-hour program on CBF Montreal. Account was placed direct.

WM. WRIGLEY Jr. Co., Toronto (chewing gum), has started daily newscasts on CKAC Montreal. Account was placed by Jack Murray Ltd., Toronto.

JUNIOR GOLD Securities Corp., Toronto (mining stocks), has started daily newscasts on CKEY Toronto. Account was placed by Harry E. Foster Agencies, Toronto.

DWIGHT EDWARDS Co., San Francisco, Cal. (coffee), has started weekly *Rhythm Inn* on CKRC Winnipeg. Account was placed by McCann-Erickson, San Francisco.

SALERNO-MEGOWEN Biscuit Co., Chicago, on Nov. 20 started *Aunt Fanny and Her Phonograph*, quarter-hour show four times weekly on WGN Chicago, through Schwimmer & Scott, Chicago.

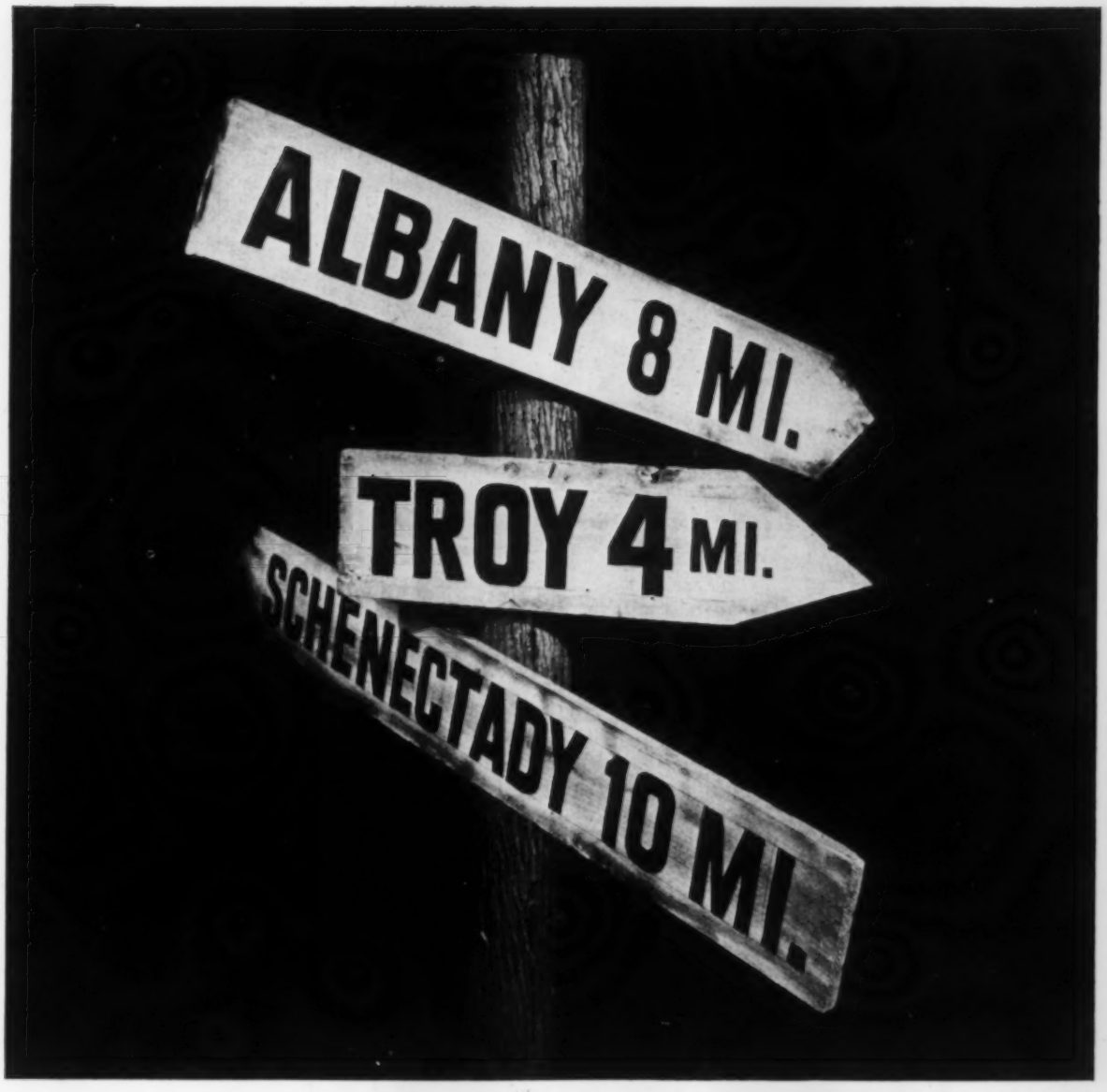
CONSOLIDATED Royal Chemical Corp., Chicago (Kranks Shave Kreem), on Nov. 25 increased number of spot announcements on WMAQ Chicago to two weekly. Contract for 49 weeks was placed by Campbell-Ewald Co., Chicago.

ATLANTIC Brewing Co., Chicago (Tavern Pale beer), effective Dec. 11 will renew Alex Dreier's quarter-hour news commentaries Monday thru Friday on WMAQ Chicago. Contract for 13 weeks was placed by Campbell-Mithun, Chicago.

SIDNEY WANZER & Sons, Chicago (dairy products), on Nov. 21 began time signal announcements on WENR Chicago thrice weekly for six weeks and on Dec. 4 will begin time signals on WMAQ Chicago five-weekly for three weeks. Agency is Geo. H. Hartman Co., Chicago.

WESTERN STOVE Co., Culver City, Cal. (help wanted), in addition to six-weekly quarter-hour recorded musical programs has started daily quarter-hour *Six a.m. News* on KNX Hollywood. Contracts are for 13 weeks. Firm also sponsors daily quarter-hour newscast on KECA with participation in *Chuck Wagon Jamboree* on KFI. Agency is Mays & Bennett Adv., Los Angeles.

KWJJ 1000 1080 KC
WATTS
FULL TIME STATION
PORTLAND, OREGON
A B C NETWORK
STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
307 N. Michigan Ave.
Chicago 1, Illinois
360 Chamber of Commerce Bldg.
Los Angeles 15, California



WHAT—3 great cities, 3 great markets, within a few short air miles of one another?

Then why not reach and sell all three of these great markets with one strong, influential radio station that covers them all?

Here, Mr. Time Buyer, is your answer to your Albany problem—with Troy and Schenectady, two equally important markets, added for good measure. For these cities *are* one market. And if you are trying to cover them with three different media—well, buy just one station, WTRY, and save money.

P.S. You'll get better coverage, too, with WTRY's strong signal.

980—Middle of the Dial—980

Representatives: Paul H. Raymer Company

WTRY, Albany-Troy-Schenectady • **Now Associated with WSYR, WKNE, WELI**

BUFFALO'S GREATEST REGIONAL COVERAGE

WGR

550 K.C.

BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

GE Magnetic Recorder Available to Stations

INCORPORATING a number of new improvements, the General Electric magnetic wire recorder, being used by the Armed Forces, is now available for sale to stations for the fist time since the war's start, W. R. David, sales manager of transmitter division broadcast equipment, announced.

Although not designed especially for station use, the recorder, which weighs only 35 pounds, has been tested by several stations in places where wire line pickup was not practical or where delayed broadcast was desired. It is satisfactory for speech but is not recommended for recording music for broadcast purposes. A unit designed for broadcast use and having audio characteristics comparable to electrical transcriptions is planned, but development may not come until after the war.

Aetna Television

AETNA LIFE Affiliated Companies, Hartford, on Nov. 27 started a series of education film shorts prepared by the company's safety education department, running about 18 minutes each, on WNBT, NBC video station in New York. Series is placed direct.

CHRISTIAN & Co., Pittsburgh, plans to use radio for Chef Paulin's Soup & Noodles through W. Earl Bothwell Adv., Pittsburgh.

Recalls Workers

FACILITIES of WPAT Paterson, N. J. were used to recall some 32,000 employes of Wright Aeronautical Corp. to work after a strike of 2,700 supervisors had been called off. The message went on the air only a few moments after an agreement had been reached between company officials and the union. By previous arrangement with the station, plant officials and the unions involved instructed the workers to stay tuned to WPAT for an exclusive broadcast of the latest developments in negotiations. Announcement was aired at 1:45 p.m. Nov. 15 that the strike was halted and that work would be resumed the following day.

Chartoc to MCA

SHEP CHARTOC, for the last two years publicity and special events director at WBBM Chicago, is resigning to join Music Corp. of America, Chicago, on Jan. 1, as radio director. He will handle radio production and ideas and create package shows. Tom Smyth, formerly with Wm. Morris Co., Chicago, has joined MCA as radio sales manager for the Chicago area.

KECA Seeks 50 kw On 770 With WJZ

Would Shift Channel to I-B; Rules Change Involved

IMPROVEMENT of its key station facilities in Los Angeles, whereby KECA, Blue-owned outlet, would operate with 50,000 w on the 770 kc clear channel assigned to WJZ, Blue-owned key in New York, is proposed in applications filed last week with the FCC by the Blue Network Co. Inc. The move would reduce the status of the 770 kc channel from a I-A (clear at night) to a I-B (duplicated) frequency with both stations using 50,000 w.

May Provoke Litigation

Likelihood that the applications would provoke litigation before the Commission was foreseen in view of the operation of KOB Albuquerque on the 770 kc channel under a "special service authorization". Regular operation of KECA on the frequency with 50,000 w, even employing directional antennas day and night, would preclude operation of the Albuquerque station on the frequency. KOB, regularly assigned to 1030 kc is seeking regular operation on the 770 kc channel. Formerly a Blue Network outlet, KOB now is on NBC.

Approval of the KECA proposal also would entail amendment of the Commission's regulations, since the 770 kc channel is listed as I-A by international treaty and would be degraded to a I-B under the KECA applications.

Blue first applied for a construction permit to shift KECA's frequency from the regional frequency of 790 kc to 770 kc and increase its power from 5,000 to 50,000 w, with a directional antenna for day and night use, and with removal of both studios and transmitter. Then it sought a "special service authorization" to operate immediately on 770 kc with 5,000 w full-time, pending completion of the construction contemplated for the 50,000 w operation.

Hilltop High!

On Birmingham's highest peak, stands Vulcan's Statue—trademark of the Pittsburg of the South and a future symbol of today's seething activity in Birmingham and the whole of Alabama . . . Here's a radio-minded market that's covered best by WSGN — Contour line comparison proves it; so does the NBC All-County Survey Method and the NAB Mail and Signal Strength Map . . . In addition, WSGN's morning Hooper is greater than all other Birmingham stations combined; it carries seven of the ten top-rated daytime programs; and offers the best *salable* time in the State . . . Yes, WSGN is Alabama's Best BUY Far!

WSGN
The Birmingham News-Age Herald Station

Represented Nationally by Headley-Reed Company

One Of America's Finer Stations

IN A CITY WHERE RETAIL SALES AVERAGE $1,835.00 PER CAPITA

WBOC

JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

RADIO PARK • SALISBURY, MD.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Engineer Offers Plan to Keep Petrillo From Becoming Broadcasting Dictator

The writer, Kermit A. Slobb, is a studio engineer for the Blue in Chicago. His opinions, written in an open letter to broadcasting executives, are strictly his own, he explains. The letter, dated Nov. 21, was received too late for inclusion in last week's issue which carried the NLRB decision on turntable jurisdiction (see editorial on page 40).

The time has come for action on your part . . . action to stop the AFM generally and James Petrillo specifically from becoming a dictator over the American broadcasting industry. Which is the reason for this letter: Complete blame does not lie with Mr. Petrillo . . . he knows what he wants and he gets it, which is American to the core. You gentlemen definitely do *not* know what you want, but you do know you are getting something you *don't* want.

Engineers' Vow

Mr. Petrillo has recently scored his greatest success to date by signing the last of the recording companies to a huge "slush fund" contract. BROADCASTING magazine aptly stated in the Nov. 20 issue that the only remaining project Mr. Petrillo wants to complete is to take over the turntables in radio stations all over the country. BROADCASTING magazine did *not* make it clear that the only organization which now remains in Mr. Petrillo's path is a small, independent union of about 700 members, the National Association of Broadcast Engineers & Technicians (NABET).

We can skip all the previous history of NABET, as that information can easily be secured. It will suffice to say that the 700 NABET members throughout the country (which include all of the NBC and Blue engineers) have vowed to stop at nothing to keep Mr. Petrillo from making a grab at something that belongs to them. What a different story could be told if you executives had made the same vow.

Of all the people directly responsible for radio programs, the engineers are paid the least. Right now, they certainly do not hold the respect they rightly deserve, and up to this time, they have always been the underdogs. For example, NBC and Blue executives blithely signed a contract with AFM giving them turntable jurisdiction, while holding a previous contract giving NABET this privilege. In the other networks the situation is no better. IBEW officials have cut the engineers' throats by signing over playing of turntables to the AFM.

The answer to the whole question is simple when you consider it this way. Where did radio broadcasting start? With the engineers, of course! And that is exactly where you gentlemen can stop Mr. Petrillo. If you would stand behind the engineers in this turntable situation, we will surely give Mr. Petrillo his first major setback, and from there his decline is obvious. Defeated by a small independent union, he will never again resume the power he once held.

The members of NABET are prepared to strike should Mr. Petrillo disregard the Government's wishes in the turntable issue, as he has done before. This time therefore, instead of being able to force an issue through threat of striking, the AFM will be a secondary interest in a large strike of their own conception . . . the complete shutdown of the NBC and Blue networks and several affiliated stations.

This issue is also squarely before the radio engineers who do not belong to NABET. It is a well-known fact that if all the radio engineers in the country (including men of the four nets and all the independent stations) were to join the same union, that union would be able to get working conditions and salaries comparable with musicians, announcers and actors. New stations are joining NABET every week, and if that swing to a union that is fighting for the engineer and the broadcasting industry were general, Mr. Petrillo would be set back on his heels.

Yes, it's time for action. You can do your part by contacting the nearest NABET representative and getting the facts. Mr. Petrillo can be licked, and NABET is well on the way to doing it! Are you going to help?

Survey Predicts Jobs

MORE than 5,900 civilian jobs in the radio retailing industry are awaiting radio technicians now in the Army Signal Corps and Naval Communications, according to preliminary results of a survey made by Emerson Radio & Phonograph Corp., New York. Initial findings are based on returns from 1,300 radio dealers, out of a total of 20,000 to whom a questionnaire was sent. Requirements of individual dealers indicate openings for an average of about four trained men per firm, with the need evenly divided between sales and service personnel.

1,045,717 SANTA CLAUSES
. . . do their Christmas shopping in the WGY COMMUNITY* . . . the important metropolitan area of central and eastern New York and western New England where the 1,045,717 radio families keep tuned to WGY more than to any other station.
And WGY is the ONLY way you can combine this valuable market into ONE coverage area.
*WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.
WGY
Schenectady, N. Y.
50,000 watts—NBC—22 years of service
Represented Nationally by NBC Spot Sales
GENERAL ELECTRIC
WGY-203

WAGA-Produced for 14 STATIONS
SUNSHINE BOYS
Sponsored by
Colonial Stores

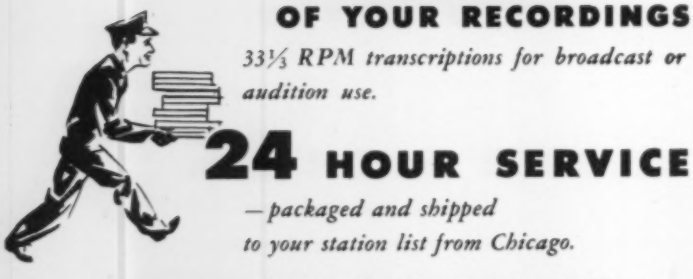
WAGA-Produced for 8 STATIONS
(8) COWBOYS
Sponsored by
Spearman Brewing Co.

WAGA-Produced for 23 STATIONS
LEW CHILDRE
Sponsored by
General Foods

WAGA-Produced for 6 STATIONS
Lightcrust Doughboys
Sponsored by
Burrus Mills

OUTSTANDING PROGRAMS AND PRODUCTION
A FORT INDUSTRY STATION
WAGA
ATLANTA
5000 WATTS ON 590 KILOCYCLES REPRESENTED BY HEADLEY-REED CO.

DIRECT-CUT COPIES



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

OWI PACKET, WEEK DEC. 25

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 25. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Army Nurses	X	--	--	--	--	--	--
Keep Food Prices Down	--	X	--	X	--	--	--
Merchant Marine	X	--	--	--	--	--	--
Careless Talk	--	X	--	X	--	X	X
Planned Saving	X	--	X	—	X	--	--

See OWI Schedule of War Message 140 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Postwar Business Gain Is Forecast by McCluer

POSTWAR SLUMP in business is not anticipated by the NBC Chicago sales department, according to Paul McCluer, sales manager of the NBC central division. Better than 90% of NBC's advertisers have continued their peacetime schedules through the war and we are confident they will remain with us after the war is won," he said. "Some clients, in fact, who have retained their radio time despite reductions in their available consumer merchandise during the war are expected to increase their advertising once their goods are again available in sufficient quantities to supply all demands."

As for clients who have purchased air time since the outbreak of the war, McCluer maintained, "In witnessing the addition of new and the return of old customers to our sales lists, we have every expectation that they will remain on our postwar schedule of business."

Romulo Praises Blue

PHILIPPINE invasion coverage by the Blue Network was praised by Brig. Gen. Carlos P. Romulo, Resident Commissioner of the Philippines to the United States, in a letter handed to Arthur Feldman, Blue war correspondent. The General expressed his thanks for the Blue's invasion coverage, mentioning both Mr. Feldman and Clete Roberts; also Blue Pacific war correspondents by name. The letter said in part: "The service of both the radio and the press in connection with the Philippine invasion has been excellent. They helped bring us closer to America."

Education Meeting

WTRY Troy and Russell Sage College will sponsor at a one-day conference Dec. 12, an "Institute of Radio Education" to promote radio education in school systems. Speakers will include Dr. Harrison B. Summers, director of Education of the Blue Network and Dr. Kenneth Bartlett, director of the radio division of Syracuse U. Highlight of the conference will be the broadcast of the regular weekly WTRY-Russell Sage program, *How Do You Pronounce It.*

TELEFILM Inc., Hollywood, specializing in 16 mm. film products, with postwar plans including television activity, has purchased building adjoining present site at 6039 Hollywood Blvd. and will erect additional sound stages when priorities are obtainable.

SALES RECORD

Program Based on Article Ups Satevepost Sales

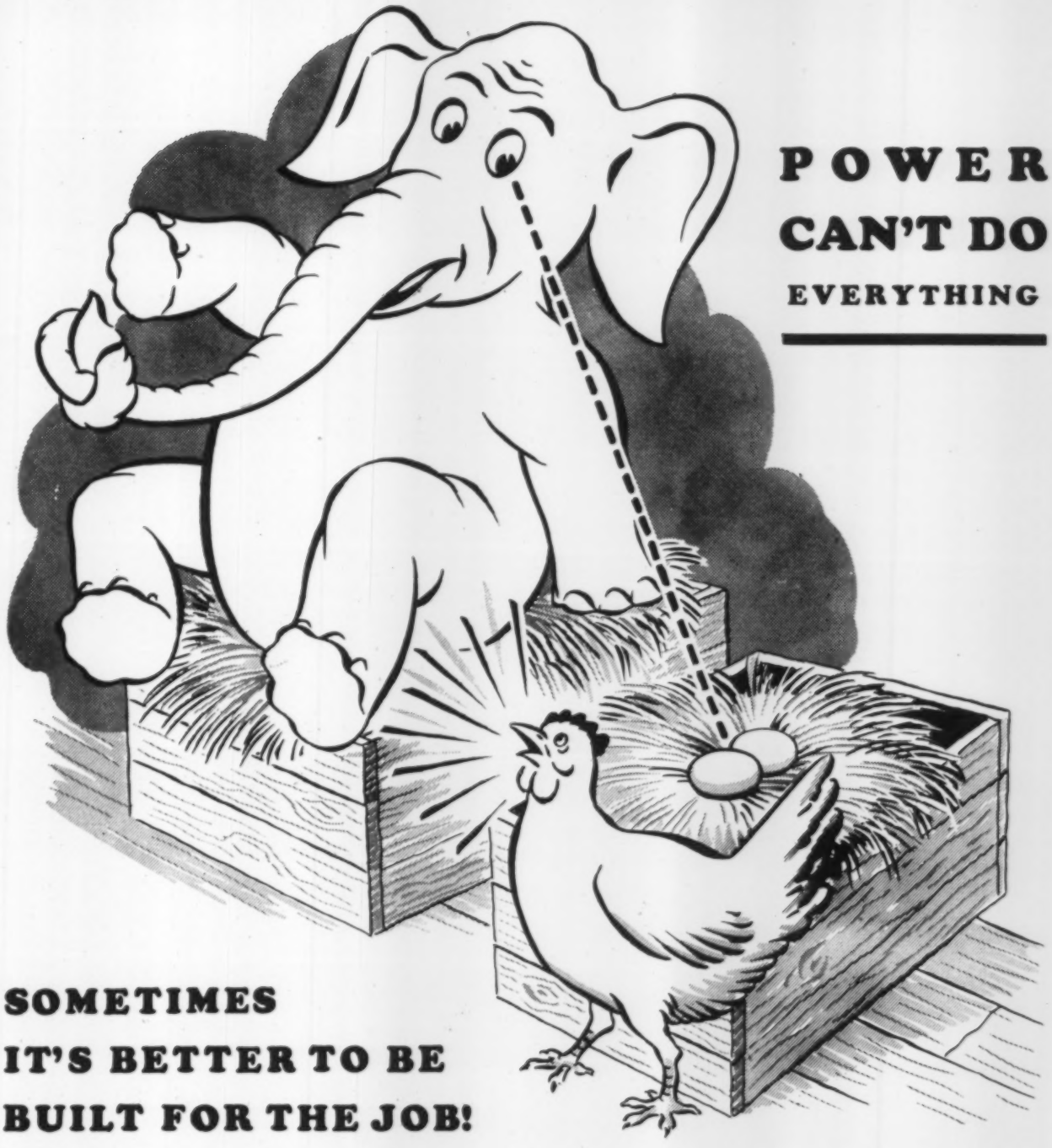
SALES of the *Saturday Evening Post* jumped to a new all-time high in Central Illinois when J. W. Barr, superintendent of sales for the magazine, staged a program over WCBS Springfield based on an article, "You Take the High Note".

The Harmony Kings, all residents of the area, who were mentioned in the story, performed on the program and Mayor John W. Kapp of Springfield delivered the commercial. As a result of his novel idea, Mr. Barr was cited for his sales record in the *Curtisman*, publication of the Curtis Publishing Co.

WCAU Studios Sold

FIRST studios in the country to be designed exclusively for radio, the nine-story WCAU Philadelphia building, opened in 1932 at a cost of $1,350,000, has been sold for $760,000 since it will not be adequate for postwar television. Operations will continue from there, however, until a new building can be constructed. Television engineers are studying possibilities of erecting studios on the site of a building purchased by the station last year.

BMI has renewed its contract with American Performing Rights Society and El Sindicato de Autores, Compositores y Editores de Musica under which it exclusively licenses in the United States all the music of Mexico.



POWER CAN'T DO EVERYTHING

SOMETIMES IT'S BETTER TO BE BUILT FOR THE JOB!

If you're looking for sales in the San Antonio market area, remember first, that this is the area that KTSA was designed and built to serve . . . . efficiently and economically.

Every recognized survey proves how well KTSA does the specific job it was engineered and built to do. It is ready now to deliver the audience and the coverage in the San Antonio market area without waste or duplication.

Incidentally, you might remember, too, that KTSA's 64 county primary coverage area includes 23.11% of all of Texas' enormous effective buying income, and 22.06% of all of Texas' whopping retail sales.

REPRESENTED NATIONALLY BY

TAYLOR-HOWE-SNOWDEN RADIO SALES

NEW YORK - CHICAGO - DALLAS - AMARILLO

KTSA CBS

SANANTONIO 550 ON THE DIAL

A big day for Pacific Coast Radio, when...

"MUTUAL" COMES TO VANCOUVER, B.C.

The addition of OUR choice of Don Lee MUTUAL programmes to broadcast schedules of proven local appeal, will consolidate the position of Vancouver's CKWX as the standout "community service" station in the Pacific coast area. We're proud to offer our listeners the added service of MUTUAL, and our advertisers an increasing, consistent following.

Vancouver's CKWX plus MUTUAL

A GOOD SPOT FOR A GOOD SPOT BROADCAST!

WEED & CO., *National Representatives*

IT'S WINCHARGER TOWERS From MAINE to CALIFORNIA

Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Sleeker . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.

Write or Wire for Complete Information.

ARMY E NAVY

Bonds for VICTORY

Makers of WINCHARGER FARM ELECTRIC SYSTEMS, WIN C.C. DYNAMOTORS, WINCHARGER VERTICAL RADIATORS

IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES

WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS

WINCHARGER CORPORATION SIOUX CITY, IOWA

FCC PROBE COUNSEL HAS VARIED CAREER

ROBERT B. BARKER, appointed general counsel of the House Select Committee to Investigate the FCC on Dec. 1, has been in Government work nearly a quarter of a century. A native of Del Rio, Tex., he attended George Washington U. and was graduated from the National U. Law School in 1925. He is a member of the Bar in Tennessee and has been admitted to practice in State and Federal courts.

Mr. Barker enlisted in the U. S. Marine Corps at 15 in the last World War, served overseas and resumed his education when the war ended. In 1922 he was secretary to the late J. Will Taylor, Republican National Committeeman from Tennessee and Representative from the second Tennessee district. From 1922-1937 he was with the Veterans Administration, later entering private law practice.

In 1938 Mr. Barker was appointed senior investigator of the Dies Committee on Un-American Activities and on March 1, 1943, became an investigator for the House Select Committee to Investigate the FCC under Eugene L. Garey, then general counsel. He resigned the following November and returned to the Committee last April 1 as investigator-attorney when John J. Sirica was named general counsel.

Upon the resignation last Aug. 17 of Harry S. Barger, Mr. Barker was appointed chief investigator, a post he held at the time of his promotion to the general counselship.

RCA EMPLOYES GET RETIREMENT PLAN

A PLAN to assure RCA employes life incomes upon retirement was proposed last Friday by Col. David Sarnoff, RCA president, on the occasion of the 25th anniversary dinner of the corporation at the Waldorf-Astoria Hotel, New York.

Dr. James Rowland Angell, NBC public service counsellor, toastmaster at the dinner, read a message from President Roosevelt saluting RCA which he recalled was formed following a suggestion by Navy officials for an American communications company.

Gen. Ingles, Chief Signal Officer, USA, complimented RCA personnel on their contribution to the war effort, stressing the close relationship of RCA and its associated companies with the Signal Corps, mentioning particularly Col. Sarnoff's work.

Rear Adm. Joseph R. Redman, USN, Director of Naval Communications, told of the Navy's part in the beginning and formation of RCA.

Hope Awarded Medal

BOB HOPE, NBC comedian sponsored by the Pepsodent Co., on Jan. 17 will receive the Poor Richard Club's award for outstanding achievement of 1944. Gold medal will be presented at the annual award dinner in Philadelphia.

WPB Sees Higher Tube Production

First Quarter of '45 Output Placed at 6,000,000

TENTATIVE schedule for the first quarter of 1945 calls for the production of 2,000,000 radio tubes a month, an increase of about 500,000 tubes a month over past authorization, the War Production Board announced last week. However, WPB said, the anticipated monthly output can be met "only if increased labor is obtained and military demands do not increase".

The Board added that if 6,000 more female workers could be obtained, production of receiving tubes both for military and civilian programs could be stepped up, allowing an increase in civilian replacement tubes up to 4,000,000 a month. "If conditions are anticipated correctly", it said, this volume may be reached within four months after V-E Day.

Ken Church Appointed WCKY Executive Head

APPOINTMENT of Kenneth W. Church, for the past two years manager of WKRC Cincinnati, as executive vice-president of WCKY in the same city, was announced last Friday by L. B. Wilson, owner and operator of the CBS outlet. Mr. Church succeeds Fred A. Palmer, who has resigned to establish an advertising agency and public relations firm in Cincinnati.

Herman E. Fast, sales manager of WKRC for the past several years, has been appointed general manager, succeeding Mr. Church.

Mr. Church, for a decade commercial manager of KMOX St. St. Louis, joined WKRC in 1941 as director of national sales and promotion. In September 1942, when Hulbert Taft Jr. was commissioned in the Army Air Forces, Mr. Church became general manager. A native of Ohio, Mr. Church had worked on the *St. Louis Globe-Democrat* and *Post-Dispatch*, and for a time was manager of the *Globe-Democrat* radio department.

Mr. Palmer had been at WCKY for nearly four years, after having served as manager of KOY Phoenix. Prior to that time he was associated with stations in Columbus.

WBNX

DAILY PROGRAMS IN

Italian Polish English German Jewish

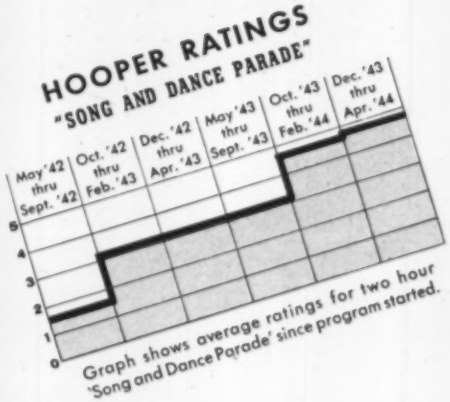
5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

THE SPOTLIGHT IS ON . . .
THESE 3 AVAILABLE
KWK PERIODS

Rush Hughes

"SONG AND DANCE PARADE"
10 a. m. to 12 noon daily



PRESENT SPONSOR	TIME	HOOPER RATING
Bond Bread	10:00 a. m. to 10:20 a. m.	4.7
AVAILABLE	10:20 a. m. to 10:40 a. m.	3.0
Creamo Margarine	10:40 a. m. to 11.00 a. m. (Mon. Wed. Fri.)	3.7
AVAILABLE	10:40 a. m. to 11:00 a. m. (Tues. Thurs. Sat.)	3.7
Old Judge Coffee (News)	11:00 a. m. to 11:05 a. m.	5.8
Carey's Salt	11:05 a. m. to 11:20 a. m. (Mon. Wed. Fri.)	5.5
St. Louis Dairy	11:05 a. m. to 11:20 a. m. (Tues. Thurs. Sat.)	5.5
AVAILABLE	11:20 a. m. to 11:40 a. m.	5.4
Celanese Corporation of America	11:40 a. m. to 12:00 Noon (Mon. Wed. Fri.)	6.7
Canada Dry	11:40 a. m. to 12:00 Noon (Tues. Thurs. Sat.)	6.7

Ratings from C. E. Hooper "Continuing Measurement of Radio Listeners". Monday thru Friday. December 1943 thru April 1944.

ST. LOUIS
KWK
MUTUAL

HOTEL CHASE
ST. LOUIS

IN ST. LOUIS THE TREND IS TO KWK

PAUL H. RAYMER CO., Representative

Test Your

POST-WAR PLANS NOW

at **kglo**

These factors make the "PORK BARREL" Market the ideal testing spot of America.

1. No "war-swollen" population here.
2. Urban and rural population is about equal. Both have MORE to spend than ever before.
3. KGLO's wide-awake Merchandising Department with capable "Womanpower" will cooperate with dealer letters, newspaper tie-ins and personal calls.
4. 48.6% of all listeners in this area are regularly tuned to KGLO. This is 13.2% more steady listeners than for the next station according to a recent Robert S. Conlan Survey.

FREE — A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into

kglo

5000 Watts 1300 K.C.

MASON CITY, IOWA

F. C. Eighmey, Gen. Mgr.

CBS Affiliate

WEED & COMPANY, Rep.

FMBI Reaffirms Former Plea For Retention of Present Band

Directors Urge FCC to Expedite Determination Of Allocations in Interest of Postwar Jobs

REAFFIRMING its recommendation that the FM band "be expanded at its present position in the radio spectrum", the board of directors of FMBI at a two-day meeting in Washington last week called upon the FCC to determine the permanent allocation structure of the service "at the earliest possible date consistent with due consideration of all the evidence before it".

In addition, the directors took the following action:

Postponed the annual meeting of FMBI until the FCC makes its allocations on FM and until such time thereafter as transportation conditions permit.

Authorized the establishment of larger headquarters at 1730 Eye st., N. W., Washington, and provided for staff expansion.

Added 20 new members to bring the total membership to 159.

Instructed the secretary-treasurer to purchase War Bonds in accordance with the financial capacity of the organization.

The directors' stand on FM allocations, incorporated in the RTPB Panel 5 recommendations for 75 channels of 200 kc width in the 41-56 mc portion of the spectrum, was vigorously set forth in a resolution adopted at its Friday meeting. It was pointed out these recommendations were substantially supported before the FCC allocations hearings by receiving set manufacturers, educational institutions, "and nearly all expert engineering witnesses who testified", and in the report of IRAC to the Dept. of State.

Offers Postwar Jobs

"A review of the complete record now before the Commission and an analysis thereof", the directors declared, "does not . . . justify any change in its recommendations."

In urging the FCC to expedite its determination of the FM band, the directors were moved primarily by the importance of providing the greatest amount of employment in the immediate postwar period. "The evidence before the FCC, together with that contained in the applicaitons for FM stations on file," a resolution declared, "shows that FM broadcasting can contribute the largest share of this [postwar] employment.

". . . The proper and rapid development of FM broadcasting and the branches of industry which it will support is inevitably dependent upon the permanent provision made by the FCC for this service".

The organization's new headquarters will be ready for occupancy Jan. 1, 1945. A lease for the second floor of a three-story converted residence, within easy access of principal Washington buildings, was signed Friday. Plans call for remodeling, furnishing and equipping the five rooms provided. A staff of five, an increase of two, will be employed.

Directors attending the meetings were: Walter J. Damm, president (WTMJ - WMFM); Theodore C. Streibert, vice-president (Mutual); Franklin M. Doolittle (WDRC-FM); Ray H. Manson (Stromberg-Carlson); John Shepard 3d (Yankee Network); Lee B. Wailes (Westinghouse Radio Stations Inc.); and John V. L. Hogan (WQXR-WQXQ).

Also present were Maj. Edwin H. Armstrong, FM inventor; C. M. Jansky Jr., engineering counsel; Philip G. Loucks, legal counsel; and Myles Loucks, managing director.

New active members added were:

Broadcasters Oregon Ltd., Portland, Ore.; Green Bay Newspaper Co., Green Bay, Wis.; Home News Publishing Co., New Brunswick, N. J.; The James Broadcasting Co., Jamestown, N. Y.; KOIN Inc., Portland, Ore.; Oregonian Publishing Co., Portland, Ore.; Record Herald Co., Wasau, Wis.; Star-Times Publishing Co., St. Louis, Mo.; Times-Mirror Co., Los Angeles, Cal.; Toledo Blade Co., Toledo, O.; Topeka Broadcasting Assn. Inc., Topeka, Kan.; Valley Broadcasting Co., Steubenville, O.; WIBM Inc., Jackson, Mich.; Ned Shepler, Lawton, Okla.

Affiliate members added were: Colonial Radio Corp., Buffalo, N. Y.; Cowles Publishing Co., Spokane, Wash.; three memberships for Speidel Newspapers Inc. (Salinas Newspapers Inc., Salinas, Cal.; Reno Newspapers, Reno, Nev.; and Chillicothe Newspapers, Chillicothe, O.).

Associate member added: Brooklyn Technical High School, Brooklyn, N. Y.

Vitaplus Convicted

VITAPLUS Inc., New York, producer of a tablet advertised to reduce gasoline consumption, and Dr. Sylvain D. Broder, president, were convicted last Friday at the court of special session in New York, charged with publishing and broadcasting misleading advertising in violation of Sec. 421 of the Penal Law. Product was advertised on three New York stations, and at one time on 40 stations throughout the country.

P&G Changes

PROCTER & Gamble Co., Cincinnati, will expand Jack Kirkwood, Monday-Friday, 8-8:15 p.m. (PWT) from eight West Coast CBS stations to the full network, date undetermined and *I Love a Mystery*, Monday through Friday, 7-7:15 p.m., will be discontinued for Ivory Soap Dec. 29. P&G is expected today (Dec. 4) to decide on testing a new show on CBS West Coast or eastern stations in January. Agency is Compton Adv., New York.

RCA Dividend

RCA board of directors, meeting Friday, declared dividends of 87½ cents a share on outstanding first preferred stock, for the final quarter of 1944, payable Jan. 2, 1945, to stockholders of record Dec. 11, and 20 cents a share on outstanding common stock, payable Jan. 30 to holders of record Dec. 15.

Here it is! --- ELECTION NIGHT HOOPER
6:00 to 10:00 P.M. Nov. 7th
% of Audience in Spokane
KFPY 24.0
Station "B" 19.0
Station "C" 13.0
Station "D" 2.7
"FROM HOOPER CONTINUING MEASUREMENT OF RADIO LISTENING."
KFPY Spokane, Washington
Z (Z Bar Net) Butte, Montana
KXL Portland, Oregon
Eastern Representatives—The Walker Company. West Coast—The Pacific Northwest Broadcasters. Phone—Los Angeles—Webster 6161. San Francisco—Exbrook 0540. Portland—Broadway 6451.

SUPPORT

Until the last knock-out blow is delivered to the Axis Powers it is our job at home to continue backing our Armed Forces by buying

MORE WAR BONDS

INTERNATIONAL BUSINESS MACHINES CORPORATION

RADIO TOWER SPECIALISTS

HERE IS AN ORGANIZATION OF HIGHLY QUALIFIED MEN READY TO SERVE YOU AT ALL TIMES ON TOWER REMOVAL INSTALLATION AND SERVICING.

EQUIPPED TO HANDLE ALL PHASES OF TOWER OPERATION ANYWHERE IN THE UNITED STATES.

INSPECT GUY TENSION, INSULATORS, ALIGNMENT OF TOWERS.

MAINTEANCE SERVICE CORRECTED EVERY THREE MONTHS TO MEET FCC REGULATIONS.

SATISFIED CLIENTS ALL OVER THE COUNTRY.

ASK ABOUT OUR MAINTENANCE SERVICE.

●

24-HOUR

EMERGENCY SERVICE

●

WRITE, WIRE OR CALL

WBZ, Boston
KYW, Philadelphia

I'm writing this note to express to you our satisfaction for the work your company undertook and completed in both our KYW Philadelphia station and WBZ, Boston. The Boston job was particularly difficult for you due to our operational activities and the very adverse weather conditions under which your men worked.
You may be sure we will get in touch with you on any future painting or repair work we may have on our Westinghouse stations.

D. A. MEYER
Purchase Agent

WPTF, Raleigh

We wish to express our appreciation of the fine job which your company did for us in painting our towers recently. Your crew performed this work in a thorough and efficient manner.

RICHARD H. MASON
Manager

WHKY, Hickory

I should like to express my appreciation for the excellent job your paint crew did in our 4 element array. The boys were very considerate, careful and thorough in their work . . . each and every man knew his business and seemed to take pride in doing his job well.

E. S. LONG
General Manager

WRAL, Raleigh

The work you did for us in taking down the towers near Boston was entirely satisfactory . . . you worked under great hardship both with respect to local labor and weather conditions for which you deserve great credit.

A. J. FLETCHER
President

HAROLD A. PETERSON COMPANY
106 CHAMBERS STREET
TRENTON, NEW JERSEY
PHONE 3-0836

RYAN LEADS PLANS FOR ANNIVERSARY

Story of RCA Dinner on page 58

THE SILVER anniversary of broadcasting—marking 25 years since radio's advent as a sustained public service—will be observed during the entire year of 1945, under preliminary plans projected last week by J. Harold Ryan, NAB president. All stations and networks will be called upon to commemorate the progress and achievements of the first quarter-century of broadcasting in America—where the art was born. The slogan will be *Radio's 25th Anniversary—Pledged to Victory.*

The observance campaign will be directed by Mr. Ryan through Willard D. Egolf, NAB public relations director, with Arthur Stringer, NAB promotion director, and Lewis H. Avery, director of broadcast advertising, devoting their efforts to coordination of allied radio interests. A preliminary session was held last week with Bond Geddes, executive vice-president and general manager of the Radio Manufacturers Assn., on the cooperative effort.

The 25th anniversary symbol is "XXV," depicting 25 years, but with the "V for Victory" dominant. A musical signature is being prepared, to combine the now celebrated musical "V" with the "XX", both adapted from the continental code.

Early Days

The broadcasting silver anniversary follows RCA's observance this year of its 25th anniversary as the first overall entity in the radio field. Its initial operations in 1919, however, pertained to communications. In 1920 both the *Detroit News* and Westinghouse began regular broadcast station operation. On Aug. 20, 1920, 8MK Detroit, later WBL, and afterward, WWJ began operation, broadcasting daily thereafter.

On Nov. 2, 1920, KDKA Pittsburgh, founded by the late Dr. Frank Conrad, began regular schedule broadcasting with the Harding-Cox Presidential election returns. The station began with regular call letters—KDKA.

Tentative plans for the extensive observance of the anniversary provide for the kick-off on New Year's Day. Proposed are dramatizations on the historical side of radio, rebroadcasts of pioneer programs and personal appearances of veteran performers. All would be geared to the theme of Americanism and victory.

Neal Ivey Co. Formed

NEAL D. IVEY, president of Ivey & Ellington, Philadelphia, resigned last week and announced he would form his own company Jan. 1, the Neal D. Ivey Co., Philadelphia. Announcement will be made shortly of the clients of the new company and the personnel of the organization.

FCC Tentatively Adopts Allocation

Formal Proposals Below 30 Mc Await IRAC Discussions

RACING against time, the FCC last Friday formally notified the State Dept. it had tentatively approved an allocation plan pertaining to frequencies of an international character below 30,000 kc (30 mc), but has not completed its spectrumwide allocation plan to cover all new services, including FM, television, facsimile and related fields. The State Dept. had set a Dec. 1 deadline on international aspects of the allocations before embarking upon preparation of final American proposals for the next international telecommunications conference.

The FCC announcement came following a lengthy session last Friday—the first meeting of the Commission en banc on allocations since adjournment of the five-week hearing Nov. 2. It has been impeded in its preparatory work by the telephone strike, the House Select Committee inquiry into the FCC and the Upton Close incident.

The announcement stated that detailed allocation of specific channels to various non-Government services may not be completed "for some time" but that the detailed allocation will remain within the international allocation (below 30 mc) which will be proposed after discussion with the Interdepartment Radio Advisory Committee.

Abstract of the FCC announcement, which encompasses the letter to the State Dept., follows:

A large percentage of the frequency spectrum which has been requested by the various non-Governmental services involves possible conflict with permanent as well as temporary Government assignments. In view of these facts, the Commission having today tentatively approved an allocation plan in international terminology relating to frequencies below 30,000 kc, has deemed it advisable to defer final action in these matters until such time as they may be discussed with the Interdepartment Radio Advisory Committee. It is anticipated that such a plan may be made available at an early date. Meantime plans relating to allocation of frequencies above 30,000 kc are proceeding in the same manner and will be submitted to the State Dept. as soon as possible.

Detailed allocation of specific channels to the various non-Government services may not be completed for some time but it is expected that such detailed allocation will remain within the international allocation which will be proposed.

AGAIN!

ARMY E NAVY

For the 5th time Hallicrafters employees win Army-Navy "E" Award!

First exclusive manufacturer of short wave radio equipment to receive the coveted Army-Navy "E" Award for the fifth time . . . the result of the continued and untiring devotion to duty of the company's 1,500 employees.

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THE HALLICRAFTERS COMPANY · MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT · CHICAGO 16, U. S. A.

Builders of the famous SCR-299

America's foremost
National Affairs Reporter

Fulton Lewis, jr.

When America's "thinking" people want the latest news in a concise, unbiased and authoritative manner, they listen to Fulton Lewis, jr. Lewis is currently heard on over 240 Mutual stations with more than 130 sponsors. A few choice cities are still available for cooperative sponsorship.

★ Call wire or write: WM. B. DOLPH
BARR BLDG. WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

NBC War Clinics To Start Feb. 5

Five Three-Day Sessions Set; Trammell Heads Speakers

NBC's 1945 War Clinics will get under way Feb. 5-7 at the Waldorf-Astoria, New York, with subsequent sessions scheduled for the Biltmore Hotel, Atlanta, Feb. 11-13; Baker Hotel, Dallas, Feb. 15-17; Palmer House, Chicago, Feb. 19-21; Biltmore Hotel, Los Angeles, Feb. 26-28.

NBC affiliates have been notified of the sessions earlier than usual because of the "prevalent difficulty in securing hotel accommodations," according to Philip I. Merryman, director of facilities development and research. In a memorandum, Mr. Merryman said meetings will generally follow last year's pattern, except for the elimination of the engineering meeting at which NBC's policies on FM and television were announced and discussed [BROADCASTING, March 6].

Trammell Heads Speakers

Niles Trammell, network president, will address the opening luncheon meeting. That afternoon Frank E. Mullen, vice-president and general manager, will speak on "Futures" and Frank M. Russell, Washington vice-president, on "Governmental Relations". Afternoon session will close with a program forum, with C. L. Menser, vice-president in charge of programs; Dr. J. R. Angell, public service counsellor; William F. Brooks, director of news and special events; and Sheldon B. Hickox Jr., manager of station relations.

Second day begins with a morning session devoted to discussion of affiliates' problems. In the afternoon Roy C. Witmer, vice-president in charge of sales, will report on the sales outlook for 1945; Charles P. Hammond, director of advertising and promotion, will discuss the network's promotion plans for the coming year, and James H. Nelson, network sales promotion manager, will describe the 1944 all-county survey.

John F. Royal, vice-president in charge of television, will report on NBC's plans for sight-and-sound broadcasting at an FM and television panel the third morning. O. B. Hanson, vice-president and chief engineer, will speak on "Allocations and Other Technical Problems," and Mr. Merryman on "Economics of Network Television" at this session. William S. Hedges, vice-president in charge of stations and director of the clinics, will summarize the three-day program in a concluding speech following the luncheon.

Same schedule will be followed in all cities, except that Mr. Hedges will deliver the opening afternoon address to be made in New York by Mr. Mullen, and that program executives from other NBC divisions will participate in Mr. Menser's program forums in their respective territories.

Named by Campbell

APPOINTMENT of Ralph Nimmons and Raymond Collins as assistant managers of WFAA-KGKO and of Ralph K. Maddox as program supervisor, was announced last Friday by Martin B. Campbell, general manager. Mr. Nimmons, formerly executive program director, assumes charge of the local sales department and assumes duties with national sales. Mr. Collins, technical supervisor, has just returned from an 18 months' leave of absence with Radio Research Laboratories at Harvard, including special research in England. He will supervise studio activities in addition to engineering duties.

It's a Habit in Baltimore

WCBM
BALTIMORE'S LISTENING HABIT
The Blue Network Station
JOHN ELMER, President — GEO. H. ROEDER, Gen. Manager
FREE & PETERS, Inc.
Exclusive National Representatives

"TAP TAP" Who's There?

Some smart sponsor tapping the rich Portland Market by means of WGAN.

STATION WGAN PORTLAND MAINE
National Sales Representatives: PAUL RAYMER COMPANY

WOW Loses Suit For ASCAP Fees

Nebraska Court Denies Fund Recovery After State Law

JUDGE JAMES FITZGERALD of the Superior Court of Nebraska last week dismissed the triple damage suit filed about a year-and-a-half ago against ASCAP by WOW Omaha and Joseph Malec on behalf of 24 tavern and hotel keepers. Plaintiffs sought to recover license fees aggregating $350,000 paid to ASCAP between the passage of the State's anti-ASCAP law in May 1937 and the expiration of the WOW contract with ASCAP at the end of 1940 for the station, and between June 1937 and May 1941 for the others.

Dual Defense

When the case was tried last June before Judge Fitzgerald, ASCAP presented a dual defense, (1) that its operation did not violate the Nebraska statute and (2) that the payments of the licenses are voluntary. Statute provided that purchase of music at a price specified by the copyright owner authorizes public performance in perpetuity, called for a 25c state registration fee for each composition and abrogated existing contracts and methods of paying for copyrighted music.

ASCAP subsequently returned to its members the performing rights of their music as far as Nebraska is concerned and several individual publishers have suits for copyright infringement of their music pending in the Federal Court. These suits are based on the premise that while Nebraska can set up its own rules for the conduct of business within its borders, no state can legally put into effect measures which would nullify the provisions of the copyright act, which is a federal law. If these test cases are decided in favor of the publishers, they are expected to lead to an avalanche of similar suits by copyright owners against music users in the state, asking for royalty payments for all performances since the last payments to ASCAP.

BBC Plans Worldwide Radio News Service at War's Close

VIRTUALLY GIVING an official denial to reports that British broadcasting might go commercial in the postwar era, W. J. Haley, director general of the BBC, last Tuesday presented to the Radio Industries Club, meeting in London, a well developed blueprint of a three-program domestic service to be started immediately after the end of the war in Europe, which he said "will put Britain and the United Kingdom as a whole ahead of any other listeners in the world."

There is a conception of broadcasting that envisages it "as something to be exploited, something to make money out of," he said. "For that kind of broadcasting you do not worry overmuch about coverage. In a country like ours you would just put a station here and there to skim the cream of the most thickly populated communities and let the rest go hang.

Three New Services

"In our British wisdom," he continued, "we decided the other way, where broadcasting is a noncommercial service and in which every listener, no matter where he is in the United Kingdom, has an equal right with every other listener to the best service that can be given." Terming it the "BBC's duty to see the villager has as good listening as the city dweller," he said that no transmitter in existence can cover all the United Kingdom simultaneously on the medium waves. He said that all the BBC's medium wave transmitters will be used for home service after the end of hostilities in Europe, with service to the troops continued by shortwave only.

Two domestic programs, one regionalized and the other a long-wave national service, will be started immediately after the defeat of Germany, with a third service, also national, to come "as soon as we get the wavelengths back from their wartime uses." He added that "in addition there will, of course, be television in which the BBC led the world before the war."

Expressing the BBC's desire to "foster Commonwealth broadcasting", Mr. Haley announced that a conference of "all the great Dominion broadcasting corporations" and the BBC will be held in London in February. The heads of the Canadian Broadcasting Corp., Australian Broadcasting Commission, New Zealand National Broadcasting Service, South African Broadcasting Corp. and All India Radio will attend the meeting, he said, expressing the hope that "great benefits will follow to all listeners at home and throughout the Commonwealth."

Pooling has not been limited to a day or a month but is still going on, he declared, paying tribute to "the war reporters of both our nations and of the dominions who with resource and intrepidity, doggedness and courage, have made this great work possible, and to the engineers, too, who have undergone the same rigors and hardships and have displayed an equal ingenuity often in the most difficult possible circumstances in keeping their transmitters going."

Tide Water Cage Games

TIDE WATER Associated Oil Co., New York, one of the outstanding sponsors of local sports broadcasts in the East, has arranged to present collegiate basketball games on WINS New York from Madison Square Garden and from out of town when games are played in Philadelphia or Boston. In the latter event, contests will be sponsored on WIBG Philadelphia or WCOP Boston, with direct lines to the New York station. Agency is Lennen & Mitchell, New York.

Hay Leaves WSM

GEORGE D. HAY, veteran audience relations director of WSM Nashville and the first announcer 19 years ago on the *Grand Ole Opry*, now on NBC Saturday nights, resigned last week to take his wife to the West Coast for her health. For many years he had been heard on WSM as the "Solemn Old Judge" and was m.c. of various *Opry* units. Mr. Hay, who appeared in the Republic picture, "Hoosier Holiday", plans to do movie character parts.

Seek Video CPs

THE CROSLEY Corp., Cincinnati, licensee of WLW, last week filed with the FCC an application for a new commercial television station on Channel 1. Raytheon Mfg. Co., Waltham, Mass. also requests Channel 1 facilities for a new commercial television outlet for Waltham.

WOV Names Pearson

WOV New York has appointed John E. Pearson Co. as national sales representative. The New York metropolitan area will be handled by the station.

ROCKFORD'S *only* STATION

WROK

THE *only* STATION THAT CAN DO A JOB IN

ROCKFORD, ILLINOIS

1000 WATTS

✓ check with HEADLEY-REED

BLUE NETWORK

Jingle! Jangle!

Above-average incomes with no lay-offs, that's Winston-Salem. A thriving city in the heart of a rich region. This great market is responsive to the brand of programming and salesmanship emanating from—

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

REACH THE *Active* SALT LAKE MARKET THROUGH

KDYL

UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

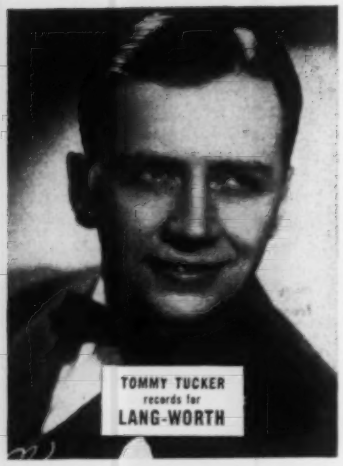
KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.



ROME HAS FOUR COTTON FACTORIES —200,000 SPINDLES EMPLOYING OVER 25,000 PEOPLE

WRGA
Rome, Georgia
MUTUAL

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

FCC Probe Closed to Public

(Continued from page 16)

to the Committee Nov. 22 succeeding Mr. Magnuson [BROADCASTING, Nov. 27], expressed regrets over Mr. Sirica's resignation and said he wanted "all the facts pertinent to the investigation of the FCC made public".

Questioning the "wisdom" of the majority action, Chairman Lea said he felt that in all fairness to both sides of the WMCA controversy, the hearings should continue in open session. As to Mr. Sirica, Rep. Lea said:

"The statement has been made that Mr. Sirica has sought this job. That is not true. I went to his office and asked him if he would accept the appointment. He never sought it. Today, at the expiration of his work with the Committee, I am happy to say he has performed his task well."

As for closed hearings, the chairman contended that since the charges had been made "in public before this Committee" the entire proceedings should be made public. "When these charges were made they were given nationwide publicity," he said. "They involved widely known men. At this advanced stage of the hearings I thought the Committee had made a mistake in voting to continue in executive session. I thought it was unfortunate to depart from the procedure of public hearings. If there's a straightforward defense to these charges, I know of no better place to bring that out."

Noble Denies Blocking

In his statement following Committee action Mr. Noble said: "I want the record to show that I strongly desire that all pertinent facts to the House investigation be made public. I want no whitewash, as has been charged, and I want an opportunity to answer, fully and completely, Mr. Flamm's allegations." He denied he had attempted to "block any public hearings".

Chairman Jett, on behalf of the FCC, said the Commission is on record as favoring a "prompt and full investigation" of the WMCA case. "The manner of conducting the investigation is of course for the Select Committee to determine and the Commission has no comment concerning this action," he said. "As far as the Commission is concerned, we are ready today as we have been for the two years of the life of the investigation to present all the facts we have concerning the WMCA matter—either in public or executive session as the Select Committee sees fit."

Mr. Handelman, charging Rep. Hart with using "gestapo" methods, said the Committee "has again demonstrated the insincerity which it showed in its previous hearings". When Mr. Handelman attempted to make a statement during the last open hearing, he was ruled out of order and told to be seated. When he persisted, a policeman tapped him on the shoulder.

"Do you want me to leave?" demanded the attorney. He took the officer by the arm, started out and when he reached the door turned and called out: "I want the record to show I'm being forcibly evicted. I'm not under your jurisdiction. I'm a taxpayer. I pay your salaries." Out the door they walked. Mr. Handelman promptly returned, however, and took a seat in the rear. The policeman stood nearby grinning.

In a telegram to the Committee Wednesday Mr. Handelman demanded that further hearings be called off until after the litigation is settled, charging "no guarantee can be given to the plaintiff Flamm that the rest of his evidence will not seep through from your executive session to the defendant Noble". Later the attorney wired Chairman Lea, protesting that part of Tuesday's proceedings had been omitted from the record. No mention of his "eviction" was made in the record.

Mr. Handelman sent a third telegram Friday to Chairman Lea protesting that the Committee, in executive session, had inquired into Mr. Flamm's 1932 business transactions. Such an inquiry, the attorney charged, "is clearly outside the realm" of the Committee's authority as established by Congressional resolution.

In his formal letter of resignation Mr. Sirica told Chairman Lea: "I want you to know that I deeply appreciate the confidence and trust you have shown in me and in this connection I want to thank you for the very kind words you said about me. . . . It has been my good fortune to have had the assistance of a very conscientious and capable staff, and I feel confident that they will put forth their best efforts in assisting the Committee to complete its investigation."

Chairman Lea, accepting the general counsel's resignation, by letter last Thursday, wrote: "I regret that our Committee is to be deprived of your services, but I respect your keen sense of duty which has impelled you to this action. . . . The untiring energy, diligence, industry and ability with which you have discharged your duties have, in my judgment, completely confirmed the reasons for which I recommended your appointment."

In his letter Monday to Chairman Lea, Mr. Wood charged Mr. Sirica with "prejudicial conduct" and alleged that it had become "abundantly clear that your counsel regards himself and is in truth and fact acting as Flamm's attorney". Pointing out that Mr. Noble is a "well-known citizen of good repute", Mr. Wood requested that the Committee "direct your counsel to refrain from his one-sided presentation of matters relating to the civil suit, or that your Committee hold these hearings in executive session with the understanding that the testimony will be made public after the civil suit is tried."

Shaw Denies Charges

Donald S. Shaw, former general manager of WMCA and accused by Leslie E. Roberts, former public relations counsel of the station, with taking part in what Mr. Roberts described as a "conspiracy" to "scare" Mr. Flamm into selling the station, emphatically denied the charges as "utterly false and completely untrue". He denied that he divulged any "confidential figures" to Mr. Noble prior to the contract signing on Dec. 2, 1940.

Mr. Barker read a transcript of what purported to be a recorded telephone conversation between Messrs. Shaw and Roberts in early 1943, when Milton I. Hauser, former assistant general counsel under Mr. Garey, questioned them regarding the WMCA sale. Mr. Barker pointed to discrepancies in statements given by Mr. Shaw in April

Prell Gets Post

JOHN F. PRELL, World War II veteran, formerly in the advertising department of the *Omaha World-Herald*, which operates KOWH Omaha, has been placed in charge of new radio developments for the newspaper. He will devote the major portion of his time to study of television, FM and other postwar radio services. The appointment in no way affects the management of KOWH by B. C. Corrigan.

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager
Other Hilton Hotels From Coast to Coast:
TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

nd May 1943 and his current testimony. Mr. Shaw said apparently he was confused at times when questioned by Mr. Hauser.

Mr. Shaw denied charges by Mr. Roberts that he was involved in any "conspiracy", said he had no conferences with Mr. Noble and his counsel, William J. Dempsey, until after the contract was signed but admitted he told Mr. Noble "after Flamm reneged" that Mr. Flamm could be frightened into carrying out the contract.

John Elmer, president of WCBM Baltimore and former NAB president, testified that one night in late 1940 he was called by both Messrs. Shaw and Flamm regarding the proposed sale of WMCA but told both of them he could offer no advice one way or the other. He said Mr. Shaw asked him to recommend to Mr. Flamm that he sell the station.

David H. Diebler, FCC principal attorney who handled the transaction, testified that "very few" transfers are granted in the short time taken in the WMCA case. He said he was under the impression from what he had heard and read that Col. Telford Taylor, then FCC general counsel, wanted to expedite the Commission action because he understood Mr. Dempsey, himself a former general counsel of the FCC, has procured Col. Taylor's appointment.

Diebler Denies 'Pressure'

He said he had no knowledge that "any Commissioner or the general counsel" did anything wrong. Although he testified that he had told Fred R. Walker, former assistant general counsel of the Committee, that a memorandum written by Col. Taylor would tend to "grease the case", he said he didn't mean to "infer anything sinister about that". Col. Taylor's recommendations were so drawn as to "expedite" FCC action, he added. He said he had no knowledge that the Commission was pressured into rushing through the transfer.

John A. Curtis, New York broker, testified that he sat at a meeting with Col. Roosevelt regarding the proposed Transcontinental deal and that the plan worked out was that Transcontinental was to lease WMCA for "around $100,000 a year" for "two or three years" with an option to purchase. It was not a firm offer, he said, but a tentative one. Mr. Flamm had testified that Col. Roosevelt's interests offered him $1,100,000 for the station prior to the sale to Mr. Noble for $850,000 net, which Mr. Noble said was a $940,000 transaction.

Former Commissioner George H. Payne, who was a member of the Commission during the WMCA transaction, testified that he was "always more or less critical of Mr. Flamm because of the type of his programs". He said the fact that President Roosevelt withdrew his nomination for reappointment in 1943 had no "effect" on his testimony before the Committee.

Mr. Payne related in detail the WMCA transfer, said Commissioner Case was acting chairman in the absence of Chairman Fly, that Commissioner Walker called the White House about the WMCA transfer and later was advised, as he recalled, that the "White House had no interest" in the matter and said to "forget it". Mr. Payne told the Committee that he "wanted to get rid of Flamm".

He told how later he met Mr. Weisman through Edward J. Flynn and how Mr. Weisman told him of the alleged "conspiracy". He reported to the Commission on his return to Washington, he said, and it was then that Commissioner Walker called the White House for advice. He said the Commission never took any steps, to his knowledge, to investigate the WMCA sale.

Witnesses excused by the Committee include Maj. Gen. Edwin M. (Pa) Watson, military aide to President Roosevelt; Chester J. LaRoche, vice-chairman of the Blue; Warren S. Snow and Harry A. Cushing, New York brokers; Messrs. Steingut, Weisman and Elmer. Ten others who testified were told to remain on call.

Get Hooper Service

STATIONS in Columbus, Indianapolis, Dayton, Marion and other cities in Ohio and adjacent states heretofore unable to secure Hooper continuing measurements of radio listening and station listening indexes because of contractual arrangements between C. E. Hooper Inc. and WLW Cincinnati, will be able to get this service as of Jan. 1, 1945, C. E. Hooper Inc. announced last week.

SERVICE CLASSIC AIRED BY GILLETTE

COVERAGE of the Army-Navy game in Baltimore last week for the Armed Forces at home and abroad eclipsed even that of the World Series broadcasts in October. Broadcast marked the first sponsorship of an AFRS program. Gillette Safety Razor Corp., through its agency, Maxon Inc., New York, carried the game on 144 CBS stations. All commercials were devoted to War Bond messages.

Marking the second time point-to-point transmission has been used to supplement and augment shortwave coverage of a sports event by the Armed Forces Radio Service of the Army Service Forces, the broadcast was carried "live" to England, Europe, and the Mediterranean area. The American Forces Network and the Allied Expeditionary Forces program arranged to air the game over their standard wave transmitters so that England and Europe would have both standard and shortwave coverage.

Where the time element and shortwave beam coverage did not make a "live" broadcast feasible, a play-by-play recreation was beamed to such areas as Iceland, Greenland, Central Africa and the South Atlantic islands. From the West Coast, the program was carried "live" to Alaska, the Aleutians, South and Central America and the Southwest Pacific. For most of the Pacific area, however, the entire game was recorded and rebroadcast several hours after the game so as to arrive at more convenient listening times.

Similar blanket coverage of future sports events are planned because of the enthusiastic reports and letters from overseas servicemen responding to the broadcasts of such events as the Army-Notre Dame game and the World Series.

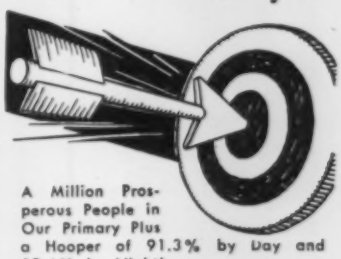
NAM Considers

NATIONAL ASSN. of Manufacturers is seriously considering a paid radio campaign to supplement its newspaper advertising drive to enlist public support of a program of business action, directed toward more jobs and higher standards of living in the postwar period. Among the matters under investigation is whether and how the NAM could spend money for a propagandizing campaign under the terms of the NAB code. Final decision on whether or not radio will be used is expected in a week or ten days. NAM has used sustaining radio extensively during the past year with a recorded quarter-hour program *Businessmen Look to the Future*, offered gratis and now carried on about 280 stations weekly.

Woods Honored

AMERICAN COUNCIL of Christian Churches has presented Mark Woods, president of the Blue Network, with its 1944 award, a plaque, "for his fairness and statesmanship in recognizing the rights of religious minorities". Group presented *Bible Messages* as a Friday noon quarter-hour broadcast on the Blue from Feb. 4 to April 28, 1944.

Hooper proves It's a Bull's-eye!



A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

1000 WJHL 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

ST. LOUIS
a great city
HOTEL MAYFAIR
a great hotel
DOWNTOWN ST. LOUIS AT YOUR DOORSTEP

YOU MAKE SALES..

WHEN YOU BUY SPOTS

ask a John Blair man

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

"Its a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry Will prove it.

WIZE Springfield Ohio...

WEED & CO... National Representatives

AP

WBRY, Waterbury, Conn.

. . . think your Telescript presentations are excellent and most helpful in the sale of the fine Telescript features on The AP radio wire.

E. J. Frey
Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

WJZ Bans Chain-Break Spots

(Continued from page 13)

specific standards can be applied only after considerable experience. The overall standard to be applied at this time will be: Is the chain break a positive factor rather than a negative factor so far as the listener is concerned? It may be that in the future we can work out more explicit rules to guide those who prepare copy for these chain breaks. For the present, we must proceed on a trial and error basis."

Tailor-Made Copy

Mr. McNeil said that perhaps copy will have to be tailor-made to fit the spot where it is scheduled or perhaps the client should submit the copy without specifying the time of broadcast, leaving it to the station to put it at the most appropriate time.

"A jingle commercial might be extremely annoying to listeners if it is spotted immediately following a symphony broadcast," he explained, "whereas the same announcement would annoy no one if placed adjacent to a slap-stick comedy show."

Unlike WWJ's ban on transcribed announcements, WJZ is making no blanket prohibition against recorded chain breaks as long as they meet the general standards it has set. "In most cases it may be preferable to encourage the use of live announcements," Mr. McNeil's memorandum stated, "but an electrical transcription which is short, pleasant to hear and which blends with the programs about it, should be just as acceptable as a live announcement."

Directing WJZ executives concerned with passing on copy to use the three standards of brevity, pleasant listening and appropriateness to adjacent programs as their guide, "as well as your own judgment as to whether or not the acceptance of the chain break will make the period more pleasant to listen to," Mr. McNeil urged them to "keep in mind that the listeners' interest is paramount.

No Singing Ban

"A chain break," he continued, "is short if it seems short—no matter how many words it has. It is long if it seems long—no matter how few words it has. It should not burst upon the listeners like a bombshell. It should be in keeping with what precedes it and with what follows it. Excessive repetition of a product name can make a short message seem long and dull. Too insistent an urging on the part of the announcer can become annoying."

About singing commercials, another highly controversial subject with both broadcasters and listeners, Mr. McNeil issued the following direction: "You are to use your own judgment as to singing commercials, keeping in mind the fact that they seem to annoy a considerable proportion of the listeners. There is no reason that a singing commercial cannot be pleasant. If so, there is no good reason to ban it."

WJZ will try not to be arbitrary in the application of its new policy and to consider the advertiser's viewpoint as well as that of the station, Mr. McNeil explained. "But," he stated, "it seems obvious that everything that is broadcast, whether programs or announcements, should add to the pleasure of listening. If an announcement encourages the listener to stay tuned to WJZ, then we want it. If it would have the opposite effect, we have no business taking it if we are sincerely acting in the best interests of our listeners, our advertisers or ourselves."

More WWJ Reactions

Frank Palmer, Kenyon & Eckhardt, New York, wired Mr. Bannister that he agreed with the motives that prompted the ban but strongly disagreed with his method. "The fact that an announcement is transcribed does not necessarily make it objectionable," he said. "Believe sounder policy would be discrimination in the acceptance of announcements regardless whether live or transcribed than flat discrimination against advertisers using transcriptions," he telegraphed. "We will be forced to use other Detroit stations where our clients' campaign requires transcriptions."

Supplementing comments of agency executives, station operators and network officials, published in the last issue of BROADCASTING, are these remarks by Chicago agency officials:

Walt Schwimmer, Schwimmer & Scott

It's a great mistake. There's no question but that the live announcement will not do as good a selling job as ET's. ET's possess in abundance the one element that makes radio outstanding and that is showmanship. While I agree some ET's can be considered objectionable, its great advantages outweigh any of these faults.

Ros Metzger, Vice-President and Radio Director, Ruthrauff & Ryan

In our opinion, many transcribed announcements that are expertly done do furnish unusually good entertainment and provide a welcome variety to the station listening.

Fred Klein, Timebuyer, Dancer-Fitzgerald-Sample

Rather than make it a blanket order effecting all transcriptions, why not treat each individual announcement separately on its own merits? Why take a lot of good transcribed announcements off the air because there may be one or two of poor quality?

George Durham, Radio Director, H. W. Kastor & Sons

We are very much against it. It is our opinion the reason for transcribed announcements is to be able to furnish and produce a better announcement. The reason we pay money for transcribed announcements is so we can use big names like Rudy Vallee and Irene Beasley and the like. By eliminating ET's they are going backward instead of forward.

Margaret Wiley, Timebuyer, J. Walter Thompson Co.

I don't approve of it. We use a lot of ET's: (1) because we can select A-1 announcers (2) we are not limited to one voice because we can use dialogue which makes for entertainment. In fact many stations have called our one-minute ET's one-minute programs and have said they take the curse off spot announcements. It is entertainment instead of one-minute of hard selling.

Semler May Lead MBS Billing With New Budget

R. B. SEMLER Inc., New York, moves further towards outstripping its competitors in the shampoo and hair tonic market in radio advertising coverage with the start this week of a five-times weekly news commentary at noon by Gabriel Heatter and William Lang, and a twice-weekly musical variety show on MBS. Both programs will promote Kreml Hair Tonic and Shampoo and will be heard on the same 170-station hookup which will continue to carry Gabriel Heatter on Mutual on behalf of both products Mon., Wed., Fri., 9-9:30 p.m.

Contracts should easily move Semler from second to first place in the list of MBS advertisers in terms of billings, ahead of last year's leader Gospel Broadcasting Assn., and make it top radio advertiser for these types of products, with ten quarter-hours weekly plus evening station breaks and announcements in 14 cities and daytime spots in 25 markets. Agency is Erwin Wasey & Co., New York.

KFI Holiday Breaks

CANCELLING all station breaks on Christmas Day, KFI Los Angeles will insert recorded Christmas greetings from Southern California GIs in the battle zones. Messages are being transcribed now in the war theatres with discs to be flown to the station. Besides conveying personal greetings, GIs will tell something about the planned Christmas observance in their sectors. Where time element is a problem, message will be shortwaved from central points and recorded at KFI studios. Following broadcast, the six-inch recordings will be presented to families of the GIs.

Ryan Named

J. HAROLD RYAN, NAB president, has accepted chairmanship of the national radio division in the annual fund raising drive to combat infantile paralysis, according to an announcement made by Basil O'Connor, president of the National Foundation for Infantile Paralysis. Dates for the drive have been set as Jan. 14-31, 1945. In accepting the appointment, Mr. Ryan asured Mr. O'Connor of the services of radio in America in the fund raising.

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky.*
Huntington, W. Va.

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Announcer-program director who can write continuity. Salary plus overtime and special shows for network station in New England. Box 915, BROADCASTING.

Major market CBS regional station (midwest) is looking for a high calibre emcee-ad lib personality to handle two hour morning show plus others. Must be able to address Rotary, etc. meetings, handle public service affairs. Good salary and commission commensurate with ability. Permanent position. Send full details and picture to Box 920, BROADCASTING.

Blue announcer, one 1st class operator by Blue Network, 250 watt station. Deep south. Box 924, BROADCASTING.

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Wanted—Capable announcer-program director for successful Texas independent local. $45.00. Box 936, BROADCASTING.

WGAC, Augusta, Ga., Blue, wishes add one man to its announcing staff. No control operating, no copy work, 2 men all shifts. Excellent opportunity to join large congenial staff.

Fine opportunity in southern network affiliate for good announcer. No operating or continuity. Permanent. Man with some record MC or personality work experience preferred. Salary $45 weekly. Box 941, BROADCASTING.

Man to organize and develop radio department upstate New York agency. Splendid opportunity for good salesman with sound radio sense. Give complete details including salary. Box 943, BROADCASTING.

Need complete staff—New station going on air about February in Ann Arbor, Michigan. Fine opportunities in every department. Give complete details, salary expected in first letter. Box 948, BROADCASTING.

Progressive daytime southern station needs chief engineer and announcer. The chief must be technically on his toes. The announcer? Just a good average man for newscasts and commercials. If you can double and handle both jobs, we'll up the ante. Send full information, transcription first letter. No drifters. Box 950, BROADCASTING.

Experienced announcer for one kw station. Give experience, reference and draft status in first letter of application. Box 954, BROADCASTING.

First class chief radio engineer, announcer and entire staff for new radio station. Box 955, BROADCASTING.

Advertising manager for network station. Permanent position. KFRO, Longview, Texas.

WALA, Mobile, has an opening for an announcer who desires to get ahead. An excellent salary, talent fees, permanent. No floaters wanted. Send transcription.

Commercial manager who can sell and organize the commercial department, in Wisconsin's hottest market. Outline experiences, and salary in first letter. F. M. Kadow, Manitowoc, Wisc.

Transmitter control operator, first class license. Permanent. Progressive, congenial organization, best equipment and post-war plans. Give full details first letter. WENY, Elmira, New York.

What ever became of all those good old dependable announcers? You know, the steady, reliable kind that you could count on and compliment for their good work? We need two of them. We offer steady employment, compatible surroundings and good salary to this type of man. Are there any? KTFI, Twin Falls, Idaho.

If you are a salesman with a record of a job well done, there is an interesting opportunity for you at WHOT, South Bend's new station. Blue affiliation, capable program department, excellent news and transcription services, fine prospect list, and a pleasant city in which to live are part of the new picture for the one who can show he has what it takes. Write to Harry Burdick, WHOT, South Bend 4, Ind.

Help Wanted (Cont'd)

A good opportunity for man now holding straight announcing position, to become program director with progressive 250 local station, with post war plans. Must have confidence in self that you are qualified. Permanent, not a wartime job. Must carry regular announcing schedule and be able to edit news. Salary $45.00-$50.00 per week. Write, wire, or call Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Male announcer—Want connection with station down south with real future? Salary good to start, gets better. Every employee shares profit. You must have good voice, desire to better yourself. No floaters. Write or wire Emmet H. McMurry, WJPR, Greenville, Mississippi.

Announcer wanted. Experience helpful, but not necessary. Good future for right man. State all in first letter. Box 956, BROADCASTING.

Wanted at once, by southern CBS affiliate! Capable announcer with some newscasting experience! Basic salary with bonus and talent possibilities. Ideal working and living conditions. If you are draft deferred or discharged from the service, call, wire or write Weldon Herrin, Mgr., WRBL, Columbus, Georgia.

Situations Wanted

Engineer—Desires position as chief of progressive local, on eastern seaboard. Best of references from good past employers. Eight years experience including 50 kw. HF and FM. Position accepted only after personal interview. Box 934, BROADCASTING.

Consulting engineer desires position with station or group of stations. Now employed by Washington firm. Box 908, BROADCASTING.

First class licensed engineer desires position in New England. Prefer small studio-transmitter station with opportunity to announce and build programs. Age 31, draft 4F. In radio since 1930. Box 949, BROADCASTING.

Situations Wanted (Cont'd)

What's doing for American who, despite current international announcing on major network leaves himself cold as announcer but is open to flattery, writes successfully in several media, holds two important jobs abroad, desires return USA on radio, pictures, or television project at salary depending local living conditions, but $150 minimum to keep 32 year old, 2A self and family anywhere but southern locale? Box 944, BROADCASTING.

Producer-director—Splendid record; advertising, drama, music. Box 945, BROADCASTING.

Chief engineer 250 or 5000 watt station. Must be permanent. Experience and references. Box 946, BROADCASTING.

Announcer—Age 26, married, ex-serviceman, all around work. Available on week's notice. Want opportunity to advance. Box 947, BROADCASTING.

Radio station secretary, steno-typist. Copywriter and experienced announcer. Box 953, BROADCASTING.

Experienced announcer control room operator and continuity writer. Available for immediate employment. Radio Institute of Chicago, 165 N. Michigan Ave., Chicago, Ill.

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Transmitter engineer-operator. Chief radioman USM retired. Would appreciate quarters, not imperative if nearby housing. No minor children. Licenses 1st phone and 1st telegraph. Available January, 1945. Box 937, BROADCASTING.

Announcer—Woman, now on staff well-known 5 kw. 5 years experience news, music, women's, acting. Transcription upon request. Box 926, BROADCASTING.

Wanted to Buy

Will pay cash for 250 watt transmitter, FCC approved, also any equipment such as pre-amplifiers, control panel, etc. Box 935, BROADCASTING.

1 in 10,000

To get this job, you'll have to be one man in ten thousand. An Announcer. An announcer who can slide from a hillbilly band to a world news commentary and play both fiddles convincingly. Then sub, in a pinch, on a sports play by play. A sober, stable, mature family man who has reached the age when he's interested in buying his home and bringing up his kids in a fine school and University town. Preferably a man with a real southern background because this is a southwestern city of 100,000. We offer this man (1.) a chance to grow with a CBS affiliate whose owners are determined to make it the best, and this means for the right man, permanence and advancement in direct ratio to your abilities; (2.) life in a beautiful city, an ideal climate, and among friendly, co-operative people; (3.) a moderate starting salary due to WLB restrictions; we scrupulously observe WLB and Wage-hour rules but definitely want NO clock-watchers.

If you are this man, write all details, age, present salary, experience, date available, minimum starting salary, etc., in first letter to Box 952, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted—One or two turntables, new, used, or rebuilt. What have you? Cash arrangement. Box 911, BROADCASTING.

Tower—About 150 feet, ground wire, turntables, all other equipment for 250 station. Box 933, BROADCASTING.

Cash for FCC approved 250 or 100 watt transmitter, frequency and modulation monitors and other station equipment. Box 939, BROADCASTING.

WANTED AT ONCE—TWO VERTICAL RADIATORS, 1 ONE HUNDRED AND FORTY AND 1 ONE HUNDRED SEVENTY TO ONE HUNDRED AND NINETY. BOX 951, BROADCASTING.

Wanted to buy—One type 72-C recording attachment complete with cutting head and feeding mechanism. Wire or write WISR, Butler, Pa.

Wanted—any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

For Sale

For sale—Broadcasting station, 5000 watt, in middle northwest city doing good business. Box 938, BROADCASTING.

For sale—250 watt RCA transmitter, complete with tubes, formerly used by state police. Can be converted for standard broadcast, first $1250 check takes it. Box 940, BROADCASTING.

Western Electric transmitter. Formerly used for 100 watts. Available. Water cooled. Box 942, BROADCASTING.

Controlling interest midwest local. Box 957, BROADCASTING.

Miscellaneous

Want Friday morning availabilities for thirty minute religious program. William F. Holland, Sinton Hotel, Cincinnati.

A RARE OPPORTUNITY FOR A QUALIFIED CHIEF ENGINEER

The Chief Engineer this New York City station is looking for has good experience in radio broadcasting. He does not live with a slide rule in an ivory tower but thoroughly understands the practical problems involved in increasing power, installing new equipment, new studios, directional antennae, planning FM television and facsimile. Our staff knows about this ad. You will supplement, not replace. All letters will be held in strictest confidence. Write Elias Godofsky, WLIB, 846 Flatbush Avenue, Brooklyn 26, N. Y.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course
DECEMBER 11

6 Weeks' Day Course
JANUARY 8

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

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JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
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CONSULTING RADIO ENGINEERS
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CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
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Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
991 Broad St., Bridgeport, Conn.

BUY WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 25 TO DECEMBER 1, INCLUSIVE

Decisions . . .

NOVEMBER 27

690 kc-KGGF Coffeyville, Kan.—Granted license to cover CP install new transmitter.

940 kc-WMAZ Macon, Ga.—Granted mod. CP authorizing move aux. trans. to site of main trans., increase power and DA-DN, for extension completion date from 11-22-44 to 5-22-45.

The Elm City Broadcasting Corp. (WNHC), New Haven, Conn.—Granted mod. CP new station for changes vertical antenna, changes transmitting equipment; conditions (Action taken 11-23).

The Times-Mirror Co., Los Angeles—Placed in pending file application new commercial television station.

Nied & Stevens, Warren, O.—Placed in pending file application new FM station.

Wyandotte News Co., Wyandotte, Mich.—Same.

The Daily Report, Ontario, Cal.—Same.

Bay Broadcasting Co., Bay City, Mich.—Same.

Portsmouth Radio Corp., Portsmouth, Va.—Same.

Cornbelt Broadcasting Corp., Lincoln, Neb.—Same.

NOVEMBER 28

750 kc-WHEB Portsmouth, N. H.—Designated for hearing application for CP increase operation from limited to WSB, to unlimited DA-N. Denied request for special service authorization operate 7 a.m. EST to local sunrise during Nov. Dec. Jan. Feb.

940 kc—WMIL Broadcasting Co., Milwaukee—Designated for hearing application new station.

1230 kc-Glens Falls Broadcasting Corp., Glens Falls, N. Y.—Designated for hearing application new station.

1250 kc-WREN Lawrence, Kan.—Designated for hearing application move trans. and studio from Lawrence to Topeka, increase power N from 1 kw to 5 kw DA-DN.

1390 kc-KLPM Minot, N. D.—Granted vol. assgn. license from John B. Cooley to John B. Cooley, Ethel H. Cooley and Carroll W. Baker, new partnership d/b Minot Broadcasting Co. No money involved.

1370 kc-WFEA Manchester, N. H.—Granted transfer control from Adeline B. Rines to H. M. Bittner for $150,000.

1450 kc-KORE Eugene, Ore.—Granted invol. assgn. license from Frank L. Hill and Violet G. Hill d/b Eugene Broadcast Station, to Violet G. Hill Motter and Violet G. Hill Motter, administratrix of estate of Frank L. Hill, deceased, d/b Eugene Broadcast Station. No money involved.

1230 kc-WSOO Sault Ste. Marie, Mich.—Designated for further hearing license renewal application.

1400 kc-KRKO Everett, Wash.—Granted CP move trans. and studio locally, install new antenna and ground; conditions.

Licenses for following stations were renewed for period ending not later than 11-1-47: KCMO KDTH KERN KFJM KGER KDNO KIEM KINY KTBS (and aux.) KUJ KWKW WAWZ WBIG WBRY WHIS WKBH WSAN WTJS WBYN WROX WWSR.

KYA San Francisco—Granted license renewal for period ending not later than 11-1-45.

WCAE Pittsburgh—Granted license renewal (main and aux. trans.) for period ending not later than 5-1-47.

Licenses of following stations extended on temp. basis only, pending determination license renewal applications, not later than 2-1-45: KCRC KSO KTYW WHBC WTSP KELA KFRO KGNC KLO KLPM KPRO KQV KTSM KTUL KWK WAAB WCOA WCSC WFBL WFCI WFEA (and aux.) WHEC WHOM (and aux.) WHP (and aux.) WIRE (and aux.) WMBD WMPS WHTD (and aux.) WOC WRDW WSAR WSPD KABR WGES.

License of following stations further extended on temp. basis only, pending determination license renewal applications, not later than 2-1-45: KGCU KRGV KRIS KTSA KXYZ (and aux.) WFIN WJDX WJAS WNBZ WOOD (and aux.) WORK WPAT WXYZ (and aux.) WTAQ.

WOKO Inc., Albany, N. Y.—Granted further extension license W2XWE (facsimile) on temp. basis only pending determination license renewal application, not later than 2-1-45.

1340 kc—KROS Clinton, Ia.—Granted acquisition control by transfer 55 sh (36.2%) from Peter Matzen to W. S. Jacobson for $5,500.

1400 kc-WORD Spartanburg, S. C.—Granted vol. assgn. license from Spartanburg Adv. Co. to J. M. Bryon and Smith Davis tr/as Spartanburg Broadcasting Co., for $58,500.

1190 kc-KEX Portland, Ore.—Granted vol. assgn. license from Oregonian Pub. Co. to Westinghouse Radio Stations Inc. for $400,000.

1450 kc-WGL Fort Wayne, Ind.—Granted vol. assgn. license from Westinghouse Radio Stations Inc. to Farnsworth Television & Radio Corp. for $235,000.

1260 kc-KYA San Francisco—Granted extension special service authorization to permit broadcasting as public service without charge of information to longshoremen for period 10-1-44 to 11-1-45.

1310 kc-WCAP Asbury Park, N. J.—Granted vol. transfer control from Georgia A. Burley, by transfer 21 sh (55.3%) to Charms Co. for $6,075; granted subject to whatever determination FCC might make on pending license renewal application and application for mod. license.

1400 kc-Macon Broadcasting Co., Macon, Ga.—Granted application new station 250 w unlimited, in accordance with Jan. 28, 1944 Policy; granted subject to condition that applicant sever all connections with WBML.

NOVEMBER 29

770 kc-KXA Seattle—Passed over petition for leave to amend application without prejudice.

1490 kc-WNLC New London, Conn.—Granted in part motion for continuance hearing now set 12-4-44; continued to 1-8-45.

1320 kc-KDYL Salt Lake City—Granted motion for additional time to file written appearance re application for CP; postponed same 30 days from 11-29-44.

560 kc-KSFO San Francisco—Granted in part motion for continuance hearing license renewal application now set 12-6-44; postponed same to 2-5-45.

960 kc-KROW Oakland, Cal.—Same.

1490 kc-WKBZ Muskegon, Mich.—Granted motion for continuance hearing application for CP from 12-5-44 to 2-5-45.

770 kc-KXA Seattle, Wash.—Granted in part motion for continuance hearing application for mod. license, postponed same from 12-13-44 to 1-18-45.

Tentative Calendar . . .

DECEMBER 6

WCHS Charleston, W. Va.—License renewal.

DECEMBER 7

Consolidated Hearing

Southern Tier Radio Service Inc., Binghamton, N. Y.—CP 1490 kc 250 w unlimited.

Binghamton Press Co., Binghamton, N. Y.—Same.

Binghamton Broadcasting Co Binghamton, N. Y.—CP 1450 kc 250 w unlimited.

Applications . . .

NOVEMBER 27

Channel 8-Marcus Loew Booking Agency, Washington, D. C.—CP new commercial television station.

Channel 17-Marcus Loew Booking Agency, New York—CP new commercial television station.

SCHEDULING TWICE WEEKLY
Writes BILL HUNT, WSFA
THE SHADOW
Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

1240 kc-Capitol Broadcasting Corp., Charleston, W. Va.—CP new standard station 250 w unlimited.

1060 kc-Taylor Radio & Television Corp., San Diego—CP new standard station 250 w unlimited.

Channel 8-Metro-Goldwyn-Mayer Studios, Los Angeles—CP new commercial television station.

48,900 kc-Claremont Eagle Inc., Claremont, N. H.—CP new FM station, 5,100 sq. mi., $26,750 estimated cost.

337,000 kc-Claremont Eagle Inc., Claremont, N. H.—CP new ST broadcast station, 25 w special emission.

46,700 kc-WABC-FM New York—License to cover CP for changes in antenna system.

Channel 1-WLW Cincinnati—CP new commercial television station.

1340 kc-Smoky Mountain Broadcasting Co., Knoxville, Tenn.—CP new standard station, 250 w unlimited.

1230 kc-WRAL Raleigh, N. C.—CP change from 1240 kc to 1230 kc.

44,700 kc-KJBS San Francisco—CP new FM station, amended to change coverage to 7,557 sq. mi. and make changes antenna system.

1450 kc-Thomas J. Watson, Endicott, N. Y.—Mod. CP new standard station amended re change trans., change trans. site and request authority install synchronous amplifier.

1080 kc-Mid-American Broadcasting Corp., Louisville—CP new standard station amended re changes in corporate structure, change trans. site and specify studio site.

49,100 kc-News-Journal Corp., Daytona Beach, Fla.—CP new FM station, 3,000 sq. mi., $65,250 estimated cost.

NOVEMBER 28

1340 kc-WMFF Plattsburg, N. Y.—Transfer control from Edward H. Bragg and Leslie F. Bragg to George F. Bissell.

620 kc-Jackson Broadcasting Co., Jackson, Miss.—CP new standard station 1 kw unlimited DA-N.

1520 kc-Calumet Broadcasting Corp., Richmond, Ind.—CP new standard station amended re corporate structure.

770 kc-KECA Los Angeles—Special service authorization 770 kc 5 kw unlimited pending completion contemplation application for CP change 790 kc to 770 kc, increase 5 kw to 50 kw, install new trans. DA-DN, move studio and transmitter.

960 kc-KROW Oakland, Cal.—Vol. assgn. license from Educational Broadcasting Corp. to KROW Inc.

43,500 kc-WATR Waterbury, Conn.—CP new FM station, 14,300 sq. mi., $55,050 estimated cost.

New Macon Station

NEW STANDARD station for Macon, Ga., to operate on 1400 kc with 250 w and unlimited hours, was granted by the FCC last week to Macon Broadcasting Co. President and 65% owner of Macon Broadcasting is E. M. Lowe, vice-president and quarter-owner of WBML Macon. Alfred Lowe, commercial manager of WBML, holds 25% interest. Elsworth Hall Jr., attorney, is owner of remaining 15% as secretary-treasurer. Application, filed Aug. 31 of this year, is granted subject to condition that applicant sever all connections with WBML and pursuant to the Jan. 26, 1944 FCC-WPB Policy relating to use of critical materials in new construction.

44,500 kc-KLUF Galveston, Tex.—CP new FM station, 940 sq. mi., $25,000 estimated cost.

600 kc-WMT Cedar Rapids, Ia.—Mod. license change name to American Broadcasting Stations Inc.

1030 kc-KARM Fresno, Cal.—CP change 1430 kc to 1030 kc, make changes DA. Facilities KOB.

1360 kc-KMO Tacoma, Wash.—CP make changes in auxiliary transmitting equipment.

1280 kc-KIT Yakima, Wash.—CP make changes in transmitting equipment.

43,700 kc-Reno Newspapers Inc., Reno, Nev.—CP new FM station, 35,558 sq. mi., $51,935 estimated cost.

NOVEMBER 30

Metropolitan Television Inc., New York—Mod. CP new experimental television station (W2XMT) for extension completion date from 12-31-44 to 5-31-45.

560 kc-WJLS Beckley, W. Va.—License to cover CP authorizing change frequency and power.

1400 kc-Fort Lauderdale Broadcasting Co., Fort Lauderdale, Fla.—CP new standard station 250 w unlimited.

46,000 kc-The Patriot Co., Harrisburg, Pa.—CP new FM station, 7,633 sq. mi., $48,260 estimated cost.

...in the CONTROL ROOM

MURRAY G. CROSBY, for 20 years a research engineer in the communications division of RCA Labs., has joined the research and development staff of Press Wireless Inc. as a consultant, with headquarters at P-W laboratories in Little Neck, L. I. A pioneer in FM, Mr. Crosby has conducted research in other phases of electronics, and holds over 100 U. S. and foreign patents in his field. He will be associated at P-W with **P. D. ZURIAN**, director of research and development.

FRANK BARRON, studio and field technician for KPO San Francisco, has transferred to New York. **ROY C. FELL**, transmitter engineer, has shifted to new shortwave station at Dixon, Cal., as also has **SAM MELNICOE**, studio and field technician. **W. B. SEWARD** has replaced **RALPH R. STUBBE**, resigned, as transmitter engineer for KPO. New members of the studio-field engineering staff are **DWIGHT MAXWELL**, formerly of OWI, and **EARL G. SORENSON**.

L. A. HARTSOOK Jr. has assumed full-time technical duties in the WBIG Greensboro control room.

C. E. PICKETT, NBC Hollywood master control engineer, has been appointed assistant to A. H. Saxton, Western division chief engineer. He will also act as operations supervisor of the engineering department.

HUNTER WALL, control operator of WPTF Raleigh, N. C., has returned to work following an absence of two months during which he recuperated from two major operations.

JOHN W. JONES, engineer and announcer of WALL Middletown, N. Y., is now in charge of programming and promotion.

FRED SCHOELKOF, former transmitter operator, is now a control-operator and announcer. **JIM MAILLER**, new to radio, is being trained as control operator and announcer.

CHESTER C. AIKEN, associated with field engineering training and personnel work for RCA since 1928, is now a member of the Electronics Apparatus Section of the RCA Division in Camden.

E. C. BRODE has been appointed manager of distribution for the manufacturing division of the Crosley Corp. He has been associated for many years with the radio and major appliance industries.

LLOYD MORRIS, operator of CFPR Prince Rupert, B. C., recently underwent a tonsilectomy.

H. E. ALLER, control room engineer at WFBL Syracuse, last week completed 20 years service with the station.

GEORGE W. CROWELL, formerly of Philco Radio Corp., Chicago, is now Chicago radio sales representative of Stromberg-Carlson Co., Rochester.

KENNETH HAILE, formerly with Western Electric Co., New York, has joined WNEW New York as studio engineer. **JOHN MUNRO** has rejoined the engineering staff.

Young Opens Firm

ADAM J. YOUNG Jr., who resigned Nov. 16 as vice-president and sales manager of Joseph Hershey McGillvra Inc. after six and a half years with that organization, has opened his own station representative business, Adam J. Young Jr. Inc., at 11 W. 42nd St., New York, Telephone is LO. 3-1926. Before joining McGillvra Mr. Young had spent seven and a half years with NBC, in the program department, artists service bureau and sales research and promotion department, and one year as radio director of H. M. Kiesewetter Adv. Agency. A Chicago office will be opened about Dec. 15, Mr. Young said last week. He will announce a list of stations shortly.

CKWX Vancouver, B. C., joined Don Lee Broadcasting System, Dec. 1 as a supplementary station.

COLUMBIA AFFILIATE

Serving New England's 3RD LARGEST CONCENTRATED RADIO AUDIENCE

WLAW

LAWRENCE, MASS.
5000 WATTS · 680 K C

Dominant Signal in a Concentrated Market

NATIONAL REPRESENTATIVES
THE KATZ AGENCY, INC.

DOING A DOUBLE JOB IN THE MAGIC VALLEY

KLIX

TWIN FALLS · IDAHO

Today's BEST BUYS

A full page of them in the December 11th issue of BROADCASTING on stations

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BUY WAR BONDS

New NAB Committees Named; Executive Sessions Planned

Legislative Group to Hold Dec. 13-15 Session In Washington With Elias Again Chairman

MEMBERSHIPS of the NAB executive and standing committees, to serve until the 1945 annual meeting, were completed last week, with a few exceptions, by J. Harold Ryan, NAB president. With the new committee alignments, Mr. Ryan disclosed that three important executive committees will meet this month.

Scheduled for a session in Washington Dec. 13-15 is the Legislative Committee, to be headed again by Don S. Elias, WWNC Asheville, N. C. The Sales Managers Executive Committee will meet in Chicago Dec. 12-13, followed on Dec. 14-15, also in Chicago, by a meeting of the Small Market Stations Committee.

Early Legislation a Possibility

Inasmuch as Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, has declared himself heartily in favor of new radio legislation early in the next Congress, the Washington conference was considered significant. Although Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, in a recent article in the *Progressive* said the White-Wheeler Bill (S-814) was "pending", hopes of its passage long since have been abandoned, in light of his assertion months ago that it was "dead".

Since new bills would have to be introduced in the 79th Congress, it was generally felt in the broadcasting profession that the NAB Legislative Committee, offering its assistance to Chairman Lea, could accomplish much towards definitive legislation in the next Congress. Rep. Lea, also chairman of the Select Committee to Investigate the FCC, expressed his views on the need for legislation in the Aug. 28 BROADCASTING.

President Ryan will attend the Legislative Committee meeting in Washington and one day of the Small Market Stations Committee session in Chicago. Robert T. Bartley, NAB Director of Government Relations, is acting secretary of the Legislative Committee and Lewis H. Avery, Director of Broadcast Advertising, serves as secretary of the Sales Managers Executive Committee and the Small Market Stations group.

C. E. Arney Jr., NAB secretary-treasurer, after lining up a tentative schedule for NAB district meetings to begin in January, was obliged to revamp the setup after it was announced that the annual NBC Regional War Clinics already had been scheduled to begin Feb. 5. In some instances the NAB and NBC meetings conflict and Mr. Arney is revising his schedule.

Following are the NAB committees as announced by President Ryan:

CODE—Lee B. Wailes, KYW Philadelphia, chairman; Edgar L. Bill, WMBD Peoria; Felix Hinkle, WHBC Canton, O.; William S. Hedges, NBC New York; Herbert Hollister, KANS Wichita, Kan.; Richard H. Mason, WPTF Raleigh, N. C.; Eugene P. O'Fallon, KFEL Denver; William B. Quarton, WMT Cedar Rapids, Ia.; Jan Schimek, CBS New York.

ENGINEERING EXECUTIVE—Porter Houston, WSBM Baltimore, chairman; O. B. Hanson, NBC New York; Karl B. Hoffman, WGR Buffalo; William B. Lodge, CBS New York; J. B. Fuqua, WGAC Augusta, Ga.

INSURANCE—William I. Moore, WBNX New York, chairman; S. R. Dean, CBS New York; R. J. Teichner, NBC New York.

LABOR EXECUTIVE—Harry LePoidevin, WRJN Racine, Wis., chairman; W. E. Hutchinson, WAAF Chicago; John H. MacDonald, NBC New York; Stephen R. Rintoul, WSRR Stamford, Conn.; Calvin J. Smith, KFAC Los Angeles; Frank K. White, CBS New York; (one member to be added).

LEGISLATIVE—Don S. Elias, WWNC Asheville, N. C., chairman; Clair R. McCollough, WGAL Lancaster, Pa.; Joseph H. Ream, CBS New York; J. Leonard Reinsch, WSB Atlanta; Frank M. Russell, NBC Washington; G. Richard Shafto, WIS Columbia, S. C.; James D. Shouse, WLW Cincinnati; Harry R. Spence, KXRO Aberdeen, Wash.; O. L. (Ted) Taylor, KGNC Amarillo, Tex.

OFFICE FORMS & PRACTICES—John B. Conley, WOWO Fort Wayne, Ind., chairman; Gene L. Cagle, KFJZ Fort Worth; S. R. Dean, CBS New York; Harry F. McKeon, NBC New York; Lloyd C. Thomas, KGFW Kearney, Neb.; Earl W. Winger, WDOD Chattanooga; (one member to be added).

PROGRAM DIRECTORS EXECUTIVE—Harold Fair, WHO Des Moines, chairman; Irvin G. Abeloff, WRVA Richmond, Va.; William J. Adams, WHEC Rochester, N. Y.; Eugene Carr, WJR Detroit; Douglas Coulter, CBS New York; Robert Evans, WSPD Toledo; Clarence L. Menser, NBC New York; Ray Shannon, WHAS Louisville; (one member to be added).

PUBLIC RELATIONS EXECUTIVE—John F. Patt, WGAR Cleveland, chairman; Edgar L. Bill, WMBD Peoria; Michael R. Hanna, WHCU Ithaca, N. Y.; Leslie W. Joy, KYW Philadelphia; Harry Kopf, NBC Chicago; George Crandall, CBS New York; Craig Lawrence, WHOM Jersey City-New York; Lewis Allen Weiss, KHJ Hollywood; Karl O. Wyler, KTSM El Paso.

RADIO NEWS—Karl Koerper, KMBC Kansas City, chairman; William Brooks, NBC New York; H. K. Carpenter, WHK Cleveland; Rex G. Howell, KFXJ Grand Junction, Colo.; L. Spencer Mitchell, WDAE Tampa, Fla.; E. R. Vadeboncoeur, WSYR Syracuse; Paul White, CBS New York.

RESEARCH—Roger W. Clipp, KFIL Philadelphia, chairman; George M. Burbach, KSD St. Louis; Martin B. Campbell, WFAA Dallas; John K. Churchill, CBS New York; Edward F. Evans, WJZ New York; Barry T. Rumple, NBC New York; Dale L. Taylor, WENY Elmira, N. Y.; J. C. Tully, WJAC Johnstown, Pa.

SALES MANAGERS EXECUTIVE—Arthur Hull Hayes, WBAC New York, chairman; Samuel H. Bennett, KMBC Kansas City; William Doerr Jr., WEBR Buffalo; Walter Johnson, WTIC Hartford, Conn.; Stanton P. Kettler, WMMN Fairmont, W. Va.; Ben Laird, WOSH Oshkosh, Wis.; James V. McConnell, WEAF New York; John M. Outler Jr., WSB Atlanta; Frank Webb, KDKA Pittsburgh.

SMALL MARKET STATIONS—Robert T. Mason, WMRN Marion, O., chairman; James R. Curtis, KFRO Longview, Tex.; William B. Smullin, KIEM Eureka, Cal.; Marshall Pengra, KRNR Roseburg, Ore.; Hugh M. Smith, WAML Laurel, Miss.; Gerald Wing, KROC Rochester, Minn.; David Rosenblum, WISR Butler, Pa.

ENGINEERING—District 1, Italo Martino, WDRC Hartford; District 2, Earle Godfrey, WBAB Atlantic City; District 3, T. C. Kenney, KDKA Pittsburgh; District 4, Philip F. Hedrick, WSJS Winston-Salem, N. C.; District 5, J. B. Fuqua, KGAC Augusta, Ga.; District 6, J. D. Bloom, WWL New Orleans; District 7, Frank A. Dieringer, WFMJ Youngstown, O.; District 8, Stokes Gresham Jr., WISH Indianapolis; District 9, Oscar C. Hirsch, WKRO Cairo, Ill.; District 10, Mark W. Bullock, KFAB Lincoln, Neb.; District 13, William G. Egerton, KTSA San Antonio; District 14, Robert H. Owen, KOA Denver; District 15, George Greaves, KPO San Francisco; District 16, Lester H. Bowman, KNX Los Angeles; District 17, J. D. Kolesar, KMO Tacoma, Wash. Districts 11, 12 to be named.

PUBLIC RELATIONS—District 1, Millard P. Stanton, WORC Worcester, Mass.; District 2, Michael R. Hanna, WHUC Ithaca, N. Y.; District 3, George D. Coleman, WGBI Scranton; District 4, James H. Moore, WSLS Roanoke, Va.; District 5, W. Walter Tison, WFLA Tampa; District 6, Wiley P. Harris, WJDX Jackson, Miss.; District 7, John F. Patt, WGAR Cleveland; District 8, Milton L. Greenebaum, WSAM Saginaw, Mich.; District 9, Edward E. Lindsay, WSOY Decatur, Ill.; District 10, Phil Hoffman, KRNT Des Moines; District 13, Ralph Nimmons, WFAA Dallas; District 14, Walter E. Wagstaff, KIDO Boise, Ida.; District 15, C. L. McCarthy, KQW San Francisco; District 16, Patrick Campbell, KHJ Hollywood; District 17, Wallace Brazeal, KFPY Spokane, Wash.; Districts 11, 12 to be named.

SALES MANAGERS—District 1, Kingsley F. Horton, WEEI Boston; District 2, John A. Bacon, WGR Buffalo; District 3, Thomas B. Price, WWSW Pittsburgh; District 4, Roland Weeks, WCSC Charleston, S. C.; District 5, Frank Crowther (Red Cross) WMAZ Macon, Ga.; District 6, F. C. Sowell Jr., WLAC Nashville; District 7, E. Y. Flanigan, WSPD Toledo; District 8, Owen F. Uridge, WJR Detroit; District 9, Edwin C. Allen, WIBA Madison, Wis.; District 10, Hale Bondurant, WHO Des Moines; District 13, C. K. Beaver, WOAI San Antonio; District 14, William C. Grove, KFBC, Cheyenne, Wyo.; District 15, Ray Baker, KPO San Francisco; District 16, William J. Beaton, KWKW Pasadena, Cal.; District 17, Chet Wheeler, KWIL Albany, Ore.; Districts 11, 12 to be named.

PROGRAM DIRECTORS—District 1, Wayne Henry Latham, WSPR Springfield, Mass.; District 2, Elliott Stewart, WIBX Utica, N. Y.; District 3, J. C. Tully, WJAC Johnstown, Pa.; District 4, Irvin G. Abeloff, WRVA Richmond, Va.; District 5, Robert L. Fidlar, WIOD Miami; District 6, Robert Atherton, WMC Memphis; District 7, Edgar T. Wolfe, WBNS Columbus, O.; District 8, Eldon Campbell, WOWO Fort Wayne; District 9, Maurice P. Owen, WROK Rockford, Ill.; District 10, Harold Fair, WHO Des Moines; District 13, Ed Lally, WBAP Fort Worth; District 14, Ralph W. Hardy, KLS Salt Lake City; District 15, Robert H. Wesson, KGO San Francisco; District 17, Homer Welch, KEX Portland, Ore.; Districts 11, 12, 16 to be named.

Historic Virginia

FIRST of a series of WRVA advertisements depicting historic Virginia scenes appears in this issue of BROADCASTING. The advertisements are based on linoleum block prints by Charles Smith. Opening print shows the U. of Virginia Rotunda at Charlottesville. Antique type is used. The series represents a departure in broadcast advertising. It will appear only in BROADCASTING magazine. Mr. Smith, renowned artist, has exhibited his works in museums all over the world.

Drawn for BROADCASTING by Sid Hix

JOHN HYMES QUITS OWI RADIO BUREAU

JOHN D. HYMES, deputy chief of the OWI Domestic Radio Bureau in charge of station relations, has resigned effective Dec. 22, George P. Ludlam, bureau chief, said. Mr. Hymes, who came to the OWI in June 1943 from Foote, Cone & Belding, New York, "has done a brilliant job".

Mr. Hymes

Mr. Hymes resigned because of illness in his family. His letter to the regional chiefs of the radio bureau said in part, "I am sure you know I am resigning only because I feel it absolutely necessary. We still have a big job to do at OWI and I deeply regret leaving at this time. I have felt the necessity of my decision for several months now, but George Ludlam has persuaded me to continue for as long as I possibly could. I now find that I can't continue in Washington beyond the end of the year."

Willett Kempton, assistant chief of station relations, will take over direction of the division as acting chief. Mr. Hymes did not announce his plans. He was a time-buyer and station relations chief with FC&B for eight years and also has done radio production, contact work, and script writing.

Nusbaum to Agency

MORT NUSBAUM with WSAY Rochester and commercial manager of that outlet for several years, has been appointed account executive of Kayton-Spiero, New York. He will serve as radio advertising consultant for Twentieth-Century-Fox Film Corp. supervising production of radio advertising and time purchases.

● ADVERTISING MUST PACE PROGRESS

This Ad* SHOCKED A Market Into The Open!

Some time ago when women started to smoke, Chesterfield took public cognizance of the fact that *nice* women may smoke. This ad, and other cigarette campaigns shocked many people, but by forcing the facts into the open, made possible the frank merchandising of cigarettes to a vast feminine market.

**Prepared by Newell-Emmett Co.*

In the *Distribution Decade,*

ADVERTISING

Must Open Many New Markets!

MONEY, men, materials, manufacturing facilities —there'll be plenty of all these after Victory. The problem will be to *move* the products of Industry into millions of consumer homes quickly, cheaply and efficiently—in the Distribution Decade after V-Day.

Advertising's responsibilities—and opportunities—in the Distribution Decade will be tremendous. For on Advertising and the men who create and administer Advertising must rest a large part of the burden of accelerating distribution and improving distribution techniques, so that we, as a Nation, can readily absorb the 40% increase in production necessary to achieve a high post-war standard of living.

Alert agency men are intensively studying these problems. So is the Nation's Station, as they apply to the great 4-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION